1976-1984

ELECTRIC PERSPECTIVES

CUMULATIVE INDEX

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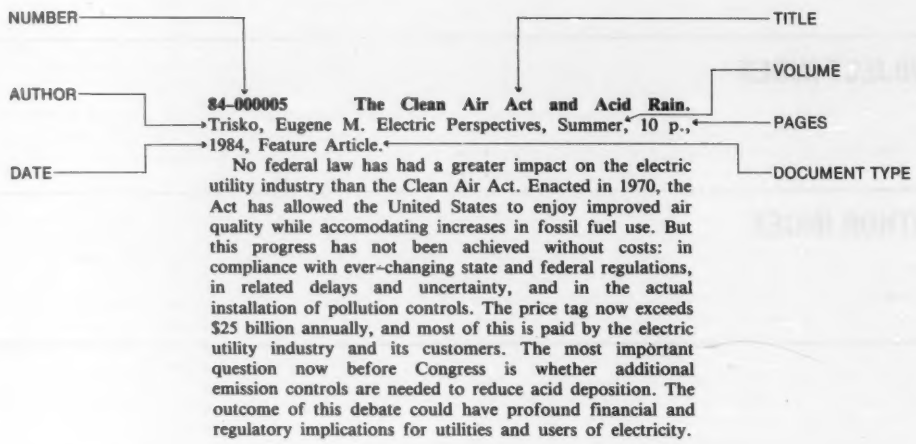
HOW TO USE THIS PUBLICATION

The *Electric Perspectives Cumulative Index* includes a listing and index to the 199 articles published in the magazine from the first issue in 1976 to the Winter issue of 1984. The Abstract section contains brief summaries of the articles. The Index sections cross-reference each article by subject and author.

How To Identify Articles of Interest:

1 You may locate articles of interest in the Subject index, pages 21–31, or in the Author index, pages 33–37. Each listing, or citation, contains an 8-digit number (the first two digits indicate the year of publication).
2 Turn to the Abstract section, pages 1–18, for a brief summary of each article. Articles are listed in numerical order by year of publication.

Typical Abstract



84-000005 The Clean Air Act and Acid Rain.
Trisko, Eugene M. Electric Perspectives, Summer, 10 p.,
1984, Feature Article.

No federal law has had a greater impact on the electric utility industry than the Clean Air Act. Enacted in 1970, the Act has allowed the United States to enjoy improved air quality while accomodating increases in fossil fuel use. But this progress has not been achieved without costs: in compliance with ever-changing state and federal regulations, in related delays and uncertainty, and in the actual installation of pollution controls. The price tag now exceeds $25 billion annually, and most of this is paid by the electric utility industry and its customers. The most important question now before Congress is whether additional emission controls are needed to reduce acid deposition. The outcome of this debate could have profound financial and regulatory implications for utilities and users of electricity.

ABSTRACTS

76-000001 Freedom to Communicate: Who Has It? O'Connor, Neal W. NW Ayer International. Electric Perspectives, 1, 6 p., 1976, Feature Article.

Journalism and advertising play an important role in communication. Both have common ground and differences. Changes occurring in the last decade have created problems for advertisers and the media. Article reports on press coverage, news, advertising, and controversy over one-sided media reports.

76-000002 I Predict... A Hair-Curling Energy Crisis by 1985. McKetta, John J. University of Texas. Electric Perspectives, 1, 4 p., 1976, Feature Article.

Americans have been led to believe that energy self-sufficiency is possible by 1985. But with the current rate of demand, the United States may suffer a severe recession because of domestic energy shortages. Article emphasizes the need to develop an effective energy program and to reduce dependence on Middle Eastern oil. Factors delaying expanded energy production and the need to increase production of domestic energy sources are discussed.

76-000003 The Critical Issue: An Industry Perspective. Crawford, W. Donham. EEI. Electric Perspectives, 1, 6 p., 1976, Feature Article.

Interview with W. Donham Crawford, president of Edison Electric Institute. Presents answers to questions concerning the financial status of the electric utility industry, rate design, growth of electric output, and the correlation between energy growth and employment. Other issues discussed include the development of nuclear, solar, and geothermal power.

76-000004 Scrubbers: The Answer? Or part of the problem? Young, Jack. EEI. Electric Perspectives, 1, 7 p., 1976, Feature Article.

Presently, the only certainty in the continuing "scrubber controversy" appears to be that the Environmental Protection Agency will insist on flue gas desulfurization to meet clean air standards. Costs, benefits and even the clean air standards themselves, still involve many unresolved questions. Article is taken from an overview of industry experience in meeting clean air standards presented at a recent hearing on coal use conducted by the National Governors Conference. Issues covered include reliability of scrubber systems and costs, benefits and environmental problems generated by sludge from the scrubbers.

76-000005 They Still Like Us, But.... Heaton, Eugene E.; Gouthro, James W. Response Analysis Corporation. Electric Perspectives, 1, 5 p., 1976, Feature Article.

Utility audiences consist of four major groups. Each requires separate consideration by communicators when drafting company statements on issues. In this article, experts at Response Analysis Corporation discuss steps utilities should be taking to deal with public information problems.

76-000006 The Transitional Storm--Or The Changing Energy Epoch. EEI. Electric Perspectives, 2, 4 p., 1976, Feature Article.

The world is in transition between two great energy epochs--the fossil-fuel age and the future energy era. This transition has produced an energy crisis. Article discusses energy in the new epoch, reviewing different types of technology and examining various sources of available energy.

76-000007 Nuclear Power: Safe By Any Measure. Rasmussen, Norman C. Massachusetts Institute of Technology. Electric Perspectives, 2, 5 p., 1976, Feature Article.

Much controversy has been generated during the past few years about the safety of nuclear power. Emotionalism has come to dominate this crucial issue, with too little rational dialogue taking place. Consumers are not learning of the extensive investigative work conducted by scientists. This report is based on a study prepared for the U. S. Atomic Energy Commission by an independent group of nuclear scientists. EEI asked Dr. Rasmussen, director of the group, to present the findings in reasoned, understandable terms. Dr. Rasmussen discusses areas that are of greatest concern to consumers--safety, fatality odds, genetic risks, morality issue, property damage, and terrorists seizing plutonium to make explosives.

76-000008 National Planning: Can It Lead To Offers Citizens Can't Refuse? Weidenbaum, Murray L. Washington University. Electric Perspectives, 2, 6 p., 1976, Feature Article.

Article discusses the concept of national long-range planning by the federal government, and reviews the "Balanced Growth and Economic Planning Act" of 1975, which may be the vehicle for this concept. The role of the electric utility industry in this plan is examined along with planning in American business and business vs. government planning.

76-000009 Future Growth: Apocalypse or Opportunity. Cusimano, James M. Electric Perspectives, 2, 4 p., 1976, Feature Article.

Article discusses the "no growth" and "free market growth" controversy. Energy growth has been the yardstick with which to measure social growth. Two events in the 1970s changed that perception: the resources crisis and the publication of a study known as "The Limits to Growth." This study analyzes the consequences of high, moderate, and no growth. Economic growth in relation to energy resources is reviewed, and the electric utility industry's role as an energy resource is examined.

76-000010 Economic Growth In The Future. EEI. Electric Perspectives, 2, 3 p., 1976, Feature Article.

Article presents highlights of "Economic Growth in the Future," a 450-page study of the relationship of energy resources and economic growth. Topics discussed include: the role of electric power plants in economic growth, economic adjustment to constraints and problems created by the energy resource situation, and new concepts of economic growth.

76-000011 The CWIP Method to Financial Relief. Harris, Shearon. Carolina Power & Light Company. Electric Perspectives, 2, 3 p., 1976, Feature Article.

Electric utilities are expected to face a grave money crisis during the next 15 years. Projected spending for construction projects over this period totals more than the industry spent on all phases of this business since its beginning nearly a century ago. To accumulate the billions of dollars needed to finance new construction, the industry proposes to recover construction expenditures as they are incurred through adjustments in electricity rates. Methods for obtaining construction money are discussed. Also reviewed are a National Economic Research Associates study of 94 electric utilities and a proposed industry policy developed by Edison Electric Institute.

76-000012 Science and the Love of Life. Gilkison, Robert F. Philadelphia Electric Company. Electric Perspectives, 2, 25 p., 1976, Feature Article.

The Poor Richard Club of Philadelphia awards a Gold Medal of Achievement each year to an individual who has made outstanding contributions to his professional field. The 1975 Gold Medal went to Mr. Robert F. Gilkison, chief executive officer of Philadelphia Electric Company, and

past chairman of EEI. This article was taken from Mr. Gilkison's acceptance speech, in which he reflects on how our lives have changed because of advances in science and medicine, and why we are freer than we've ever been because of them.

76-000013 The Philosopher Executive: A New Strategic Posture for Utility Management. Sui, Ralph G. H. Electric Perspectives, 3, 7 p., 1976, Feature Article.

Executive jobs are becoming more complicated because executives must function under increasing restraints. In this article, Dr. Sui, a private consultant specializing in the fields of corporate strategy, research management, and social problems, examines how emerging problems place utility executives in a new role as administrators. Sui believes executives must become "philosopher-executives," possessing a "readiness posture" represented by four qualities defined and discussed in this report.

76-000014 Today's Managing Climate: Cloudy and Changing. Gouthro, James W.; Quinson, Francois; Silverman, Arnold I. Hay Associates. Electric Perspectives, 3, 4 p., 1976, Feature Article.

Management of the electric industry is aware of radical changes in our environment. Major groups associated with these changes—national and local government, investors, the financial community, citizen groups-- are forcing management to give more attention to external concerns. Meanwhile, there is need for management to focus increased attention on the internal environment because investors, consumers, and regulators require documentation of the quality and efficiency of operating performance. This article focuses on ways electric company management can improve effectiveness and responsiveness. Hay Associates identified eight factors which determine an organization's climate. In this report, the four factors most relevant to utilities are discussed.

76-000015 Perspective on 765,000-Volt Transmission. EEI. Electric Perspectives, 3, 6 p., 1976, Feature Article.

Article on research and development efforts which may influence the design of utility transmission systems. These efforts will determine if and when these new technologies will be brought on line. The reliability, economy, and environmental compatibility of future transmission systems are discussed.

76-000016 The Communications Magic of Disney World. EEI. Electric Perspectives, 3, 4 p., 1976, Feature Article.

Article on the "People Mover" electric mass transit system at Disney World in central Florida. The unique communications media of Disney World are also discussed.

76-000017 California's Proposition 15: The What and Why of Its Defeat. EEI. Electric Perspectives, 3, 4 p., 1976, Feature Article.

The press and campaign people from both sides speculated on the defeat of the June 8 California Nuclear Initiative. This article reports how it was defeated. The No and Yes campaigns are evaluated and discussed.

76-000018 NERC Forecasts Say We Won't Make It By 1985.... Unless Disturbing National Trends Are Reversed. EEI. Electric Perspectives, 4, 5 p., 1976, Feature Article.

Article on the National Electric Reliability Council's "6th Annual Review of Overall Reliability and Adequacy of the North American Bulk Power Systems." The report reviews the efforts of the electric industry to reduce its dependence on natural gas and oil, and the numerous constraints on installation of new coal-fired and nuclear generating units. The use of coal as a prime source of fuel is discussed, and the process of reconversion to coal is evaluated.

76-000019 We Didn't Almost Lose Detroit. Kikuchi, Chihiro. University of Michigan. Electric Perspectives, 4, 6 p., 1976, Feature Article.

Article on the partial melt-down incident which occurred at the Fermi-1 breeder reactor plant in Detroit on October 5, 1966. Accounts of the incident in newspapers and John Fuller's "We Almost Lost Detroit" are discussed. Discrepancies between facts and impressions of the accidents are evaluated. Dr. Kikuchi reflects on the danger of becoming a nation of non-doers because of fears of the dangers and technical problems that still remain to be solved. The need to support the professional engineers who are trying to develop new technologies is stressed.

76-000020 The Kaiparowits Decision. Gould, William R. Southern California Edison Company. Electric Perspectives, 4, 7 p., 1976, Feature Article.

Article on the 15-year long Kaiparowits Project. Cost projections and time elapsed in planning are discussed. Also discusses the role that intervenors, such as environmentalists and government officials, played in destroying the project, and lessons learned.

76-000021 Game Plans: Why Don't They Work Like They Used To? Greiner, Paul C. EEI. Electric Perspectives, 4, 3 p., 1976, Feature Article.

Article analyzing organizational problems of the electric utility industry, including lack of goals, organizational complexity, and differences in job descriptions within the industry. Specific responsibilities and 16 specific projects for the Conservation and Energy Management Division, identified and approved by the EEI Policy Committee in July, are listed and discussed.

76-000022 EEI Task Force Sights Set On Building Plants Better, Cheaper. Howell, Stephen H. Consumers Power Company. Electric Perspectives, 4, 6 p., 1976, Feature Article.

Interview with Stephen Howell of Consumers Power Company on the workings of the Construction Task Force, of which he is the first chairman, during its first 30 months. Discusses the need for a Construction Task Force and the main functions, costs, and siting procedures. Also discusses questions concerning types of electric utility plants, practices relating to material and equipment standards and guidelines, construction labor, problems and responsibilities facing executives, and engineering scheduling.

76-000023 Campaigning for Nuclear Power. EEI. Electric Perspectives, 4, 2 p., 1976, Feature Article.

EEI is sponsoring pro-nuclear messages which will be carried in 16 different magazines. Excerpts from each of the five advertisements to be published are given in this article. Views of knowledgeable proponents of nuclear power will be presented to help readers to understand the issues and learn why nuclear power makes sense.

76-000024 What Did British Nuclear Report Really Say? EEI. Electric Perspectives, 5, 7 p., 1976, Feature Article.

Article on a study on nuclear power by Britian's Royal Commission on Environmental Pollution. Controversies over issues of safety and environmental dangers, and the uses of plutonium are discussed. Also includes highlights from the Commission's report, "Nuclear Power and the Environment."

76-000025 The Thomas Alva Edison Foundation. Cook, James G. Thomas Alva Edison Foundation. Electric Perspectives, 5, 6 p., 1976, Feature Article.

Report on the Thomas Alva Edison Foundation's efforts to stir interest in careers in science and technology and to advance the cause of scientific education in general so that students might be better equipped to function in an increasingly technological society. Report is based on an interview with foundation president James G. Cook, who reflects on education in America today.

76-000026 How Can You Tell Them About Economics? Wheeler, Romney. Wheeler Associates, Inc. Electric Perspectives, 5, 7 p., 1976, Feature Article.

Article on the need to improve American students' understanding of business operations, and on the educators' part in this process. The role of our economic system in

providing resources, goods, and services, as well as wages and salaries is discussed.

76-000027 The Anatomy of Nuclear Dissent. Hosmer, Craig. American Nuclear Energy Council. Electric Perspectives, 5, 4 p., 1976, Feature Article.

Article analyzing the possibility that a movement may exist to effect material changes in American lifestyles, using the nuclear issue as a diversionary stalking horse, and suggesting that public discussion of the no-growth future, and the indirect strategy for imposing it, could move the U.S. nuclear industry off its defensive posture.

76-000028 Capital Formation and Public Policy. Weidenbaum, Murray L.; McGowan, James. Washington University. Electric Perspectives, 5, 6 p., 1976, Feature Article.

Article on the problems of maintaining a rate of capital formation (the physical resources for producing goods and services) adequate to societies' needs. Expected trends for money, capital sources and uses in the '80s, public policies, incentives for private savings, and reform of government regulations are covered.

76-000029 Idea Advertising: Talking to New Audiences. Schmertz, Herbert. Mobil Oil Corporation. Electric Perspectives, 6, 8 p., 1976, Feature Article.

The vice president and member of the board of directors at Mobil Oil Corporation analyzes corporate communications programs and the problems industries encounter when trying to advertise over television. Mobil communications philosophy is described. The need for business to play its part in helping to shape the ideological and philosophical currents that underly social policy is discussed.

76-000030 The Economics of Nuclear Power. Boyer, V. S. Philadelphia Electric Company. Electric Perspectives, 6, 4 p., 1976, Feature Article.

Report on a Philadelphia Electric Company study of costs relating to the construction and operation of the three types of electric plants—nuclear, coal, and oil— operating within its system. Findings, which show a significant overall economic advantage for nuclear facilities, are reviewed by the vice president of the Engineering and Research Department.

76-000031 Communications...And The Quality of Life. Geneen, Harold S. International Telephone and Telegraph Corporation. Electric Perspectives, 6, 4 p., 1976, Feature Article.

Harold Geneen, Chairman and Chief Executive of the International Telephone and Telegraph Corporation, discusses technological developments in the communications field and benefits that these developments will make available.

76-000032 New Developments In Utility Rate Design. Jefferson, W. J. Consumers Power Company. Electric Perspectives, 6, 6 p., 1976, Feature Article.

Article reviews new developments in utility rate design. Rate design proposals discussed include: flat rates, inverted rates, rates based on peak load pricing, rates based on long run incremental costs, and penalty rates. A short review of rate design and load management is also presented.

76-000033 William Clapp: Electrical Do-It-All. EEI. Electric Perspectives, 6, 4 p., 1976, Feature Article.

EEI profile of William J. Clapp, former president and board member of Florida Power Corporation, who has served throughout the world in an "electrical do-it-all" capacity.

77-000001 Waiting for the National Energy Policy Lift-Off: Eight,--and Counting... Crawford, W. Donham. EEI. Electric Perspectives, 1, 3 p., 1977, Feature Article.

W. Donham Crawford, president of Edison Electric Institute, reports on the energy situation and discusses the need for Congress to expeditiously adopt a rational, unified energy policy.

77-000002 The Edison Electric Institute 1977 Energy Policy Statement. EEI. Electric Perspectives, 1, 4 p., 1977, Feature Article.

Article on the necessity of achieving a high degree of energy self-sufficiency in order to protect the nation's economic welfare, public health, and national security. Energy conservation, domestic energy resources, new energy sources, promotion of environmental and economic balance and financially healthy industries, and the need for prompt government action are key issues discussed.

77-000003 Energy Issues In Profile. EEI. Electric Perspectives, 1, 8 p., 1977, Feature Article.

Summary status report on significant issues confronting the utility industry.

77-000004 Tax Integration: A Solution to Capital Formation Problems. Simon, William E. Former Secretary, U. S. Treasury Department. Electric Perspectives, 1, 4 p., 1977, Feature Article.

In order to accomplish the objectives of reducing unemployment, attaining energy self-sufficiency and raising living standards, the nation must fulfill enormous capital needs. William Simon sees the nation heading toward a massive shortage of capital. In this article, the former Treasury Secretary outlines an approach which he calls tax integration for heading off this crisis.

77-000005 United Kingdom Nears Decision on Commercial-Size Fast Breeder Reactor. Electric Perspectives, 1, 3 p., 1977, Feature Article.

Article discusses Britain's breeder reactor program and reviews British experience so far. One of the more advanced breeder programs in the world, it represents a technology that the utility industry considers essential to averting another energy crisis toward the end of this century.

77-000006 Legislative Outlook for Electric Companies in the 95th Congress. Toll, David R. National Association of Electric Companies (NAEC). Electric Perspectives, 2, 9 p., 1977, Feature Article.

Article identifying the new leaders in the 95th Congress and the Carter Administration who must work together in developing a national energy policy. Discusses the Administration's energy re-organization, and other legislative proposals affecting electric companies. Finally, it attempts to answer the question: Are we making any real progress toward developing a national energy policy?

77-000007 But What Will Be Done With the High-Level Radioactive Waste? Surely Man Can Improve On Nature... EEI. Electric Perspectives, 2, 5 p., 1977, Feature Article.

Report on nuclear waste management. Reviews fueling and energy producing stages and possible waste disposal stage for a nuclear power plant. Includes a sidebar on the Oklo natural reactor located in Gabon. Article is based on a report prepared by the Los Angeles Section, American Nuclear Society.

77-000008 Battling for the Referendum Ballot. EEI. Electric Perspectives, 2, 6 p., 1977, Feature Article.

Report on a 1976 Massachusetts referendum asking the electorate to choose between public and private power. Much was learned from this experience, since it was new to the electric utility industry. A chronology of events of the New England Gas and Electric Association's campaign to defeat the establishment of a Massachusetts power authority is included.

77-000009 Soft vs. Hard Energy Paths. Pickering, George W.; Maxey, Margaret N.; Kane, Daniel W. Electric Perspectives, 3, 42 p., 1977, Feature Article.

This issue is devoted to a series of critical essays on Amory Lovins' "Energy Strategy: The Road Not Taken?," by individuals prominent in a wide spectrum of professions, including labor, academia, and industry. Lovins' article,

reprinted by permission from Foreign Affairs, October 1976, is included at the conclusion of the essays.

77-000010 The Future For Electric Vehicles. Feder, Robert J.; McClung, John D.; Steiner, Richard R. Gould, Inc. Electric Perspectives, 4, 8 p., 1977, Feature Article.

Article on research and development work in electric vehicle technology. The history of electric vehicles and the prospect of battery charged vehicles as the model of transportation in the future are reviewed. Major topics discussed in this report include: electric gasoline savers, motors versus engines, vehicle design, pollution, costs, and battery technology.

77-000011 The Case For Electric Vehicles. Campbell, Edward A. EVC. Electric Perspectives, 4, 3 p., 1977, Feature Article.

Article on the substitution of electric energy for gasoline in on-road vehicles in the future. The roles of government, industry, and the public in initiating the development of a market are discussed. The need to convert from gasoline to electricity in order to reduce dependence on imported petroleum is stressed.

77-000012 The Nuclear Dilemma: Energy, the Atom and Survival. Church, Senator Frank. U.S. Senate. Electric Perspectives, 4, 6 p., 1977, Feature Article.

Article based on a Wroxton College speech by Senator Frank Church. The Senator discusses the nuclear age proliferation risks that must be dealt with on an international scale. The U.S. role in designing an effective international system to harness the atom to peaceful uses is emphasized.

77-000013 The CIA's "The International Energy Situation: Outlook to 1985". Netschert, Bruce C. National Economic Research Associates. Electric Perspectives, 4, 6 p., 1977, Feature Article.

Review of a Central Intelligence Agency report on world energy situation. Findings include the prediction that world oil production capacity will exceed world demand in the 1980s. Other areas reviewed include Soviet oil industry practices, Soviet oil reserves, CIA's OPEC and China assessment, and a projected world energy demand.

77-000014 The Complicated Business of Pricing Electricity. Thompson, William F. Philadelphia Electric Company. Electric Perspectives, 5, 10 p., 1977, Feature Article.

Article on primary pricing and regulatory principles and techniques that have served the electric utility industry and its customers. New proposals now under investigation are reviewed.

77-000015 Reactor Shutdowns Loom Up For 1980's As Nation Moves Deeper Into Spent Fuel Pickle. Kowal, Donald J. General Atomic Company. Electric Perspectives, 5, 5 p., 1977, Feature Article.

Article analyzing risks involved in not recognizing the proliferation potential of permanently burying spent fuel and the need for construction of away-from- reactor spent fuel storage facilities. Short term regard for adequate electricity generating capacity and long term concern about atomic weapons proliferation are analyzed.

77-000016 Energy Facility Siting and Public Institutions: A Case Study. Ferrar, Terry A. Pennsylvania State University. Electric Perspectives, 5, 7 p., 1977, Feature Article.

Article analyzing the "energy park" concept and related research and development. Topics discussed include potential social gains, environmental and economic impact, opportunities for meeting increased electricity demand, cost factors, site selection, licensing procedures, land use, and construction activities. Each of these issues is examined and technical and utility industry perspectives are presented.

77-000017 Energy Crisis Creates Need For Greater Cooperation Among Western Hemisphere Nations. Orfila, Alejandro. Organization of American States. Electric Perspectives, 5, 5 p., 1977, Feature Article.

Article on the energy deficit suffered by two-thirds of the Latin American nations. The need for Latin America to move jointly with the U.S. on a cooperative, interdependent basis to resolve the hemisphere's energy crisis is stressed. The organization and purpose of the Organization of American States is presented. Energy programs, technological developments, and the necessity of using nuclear technology for peaceful purposes are discussed.

77-000018 A Review of Electric Utility Industry-Related Topics. EEI. Electric Perspectives, 6, 22 p., 1977, Feature Article.

Special report reviewing 11 contemporary energy studies and two capital market studies. Review was conducted by a group of electric utility industry specialists and concentrated on matters pertaining to the industry. A keen awareness of where major analyses of the nation's energy needs are in general agreement or are broadly divergent is of crucial importance to all planners, but in particular to those in government charged with the responsibility for designing and administering plans for channelling the nation's energy efforts. Energy laws and regulations drafted by government should be sufficiently flexible to deal with a range of possible energy requirements.

78-000001 Kilowatts and Morality: The New Criticism of Utility Decision Making. Abbate, Fred J. Atlantic City Electric Company. Electric Perspectives, 1, 6 p., 1978, Feature Article.

Article, based on a recent study, "Values in the Electric Power Industry," analyzes the "moral inspection" of electric utilization, covers some principal points of the "new criticism" of the industry, and discusses the "growth/no growth" issue. Utility responsibilities, and factors that should be brought into utility decision making, also are examined.

78-000002 Nation's Options On the Performance of the Marketplace And the Consumer Movement. Taylor, Humphrey. Louis Harris and Associates, Inc. Electric Perspectives, 1, 7 p., 1978, Feature Article.

Article reviewing data collected for a major survey on consumer affairs and the consumer movement. The survey, "Consumerism at the Crossroads," covers: public view of business; national attitudes toward change; views on government regulation; and suggestions for new consumer policies and the future of the consumer market.

78-000003 Ten Major Trends Now Emerging In The United States. Naisbitt, John. Center for Policy Process. Electric Perspectives, 1, 5 p., 1978, Feature Article.

The Center for Policy Process has identified 10 emerging trends that are having a strong impact on U.S. society including the electric utility industry. This article reviews the events which produced the development of these trends and also describes the analytical procedure used to determine them.

78-000004 The Growth Debate: Cosmic Concepts and Grass-Roots Adaptations. Gerlach, Luther P. University of Minnesota. Electric Perspectives, 1, 14 p., 1978, Feature Article.

Growth is being questioned as a general cultural and socio-political principle, as well as a pragmatic economic process. This article reviews two case studies that examine "grass-roots" involvement in the growth issue and, in the process, reveal how the growth debate is informed by ideas from the national and moral-ethical levels. Egalitarian, frozen stratified, and cyclical stratified societies are described and compared.

78-000005 Energy/GNP Trajectory Study. Meinel, Aden B.; Meinel, Marjorie P. University of Arizona. Electric Perspectives, 2, 6 p., 1978, Feature Article.

Article analyzing the relationship between economic growth and energy consumption worldwide. The article answers questions about the amount of energy required to generate a new increment of national income, the pathway the U.S. followed to exceed almost every other nation in per capita energy consumption and gross national wealth, and

the possibility of increasing gross national product while reducing energy consumption. The history, present status, and future of solar and nuclear energy are also examined.

78-000006 Letter From Washington. Rovere, Richard H. The New Yorker Magazine. Electric Perspectives, 2, 6 p., 1978, Feature Article.

The number of countries developing technology for reprocessing spent uranium to yield plutonium for nuclear weapons is increasing. President Carter, his administration, and society in general are expressing concern over the hazards of producing and storing plutonium for the use of energy and the spread of nuclear weapons proliferation. In this article, the author presents alternative viewpoints on the development and expansion of nuclear power, its hazards, environmental dangers, and benefits compared with other energy producing technologies.

78-000007 Letter From Moscow: In Defense of Nuclear Energy. Sakharov, Andrei. Electric Perspectives, 2, 2 p., 1978, Feature Article.

Article on the importance of accelerating the development of nuclear energy, while giving maximum attention to safety. Discusses the technical, economic, and international political implications of nuclear energy. The author states that nuclear energy is needed to free Western Europe and Japan from dependence on imports from the Soviet Union and countries within its sphere. He points out the inevitability of a nuclear age, and the importance of achieving economic and political independence.

78-000008 Energy: The Future Constraint. Males, Rene H. Electric Power Research Institute. Electric Perspectives, 2, 4 p., 1978, Feature Article.

Article on the serious economic, social, and political problems that could result if attempts are made to limit the nation's energy supplies. The results of reductions in production and the public's attempts to adjust to higher prices and government regulations are reviewed. Various approaches for dealing with the consequences of high prices and inadequate energy supplies are examined.

78-000009 Europe's Experience With Severe Electricity Shortages. Bradbury, J. J. C. United Nations. Electric Perspectives, 2, 3 p., 1978, Feature Article.

Many countries in Europe suffered severe electricity shortages from damage inflicted on power stations and transmission and distribution systems during World War II. However, the war provided valuable experience for power system engineers in the problems associated with severe generating plant shortages. This article reviews the progress of European countries in constructing power transmission facilities and the effort exhausted in devising counter-measures aimed at minimizing inconveniences and economic loss under emergency conditions.

78-000010 Energy and Utilities: A Detailed Look at More Than 100 Public Opinion Polls. Root, Trent Jr. Texas Utilities Company. Electric Perspectives, 3, 7 p., 1978, Feature Article.

Article analyzing survey research data on public attitudes toward energy-related issues, based on a compilation from more than 100 opinion studies. Most studies surveyed the general public, nationally and in specific regions; the media; and political leaders in Washington, D.C. Topics covered include: causes of the energy crisis; public committment to energy conservation; President Carter's energy plan; attitudes toward nuclear power; and feelings toward electric, oil, and natural gas companies.

78-000011 Whatever Happened To the State of the Union. Smith, Fred. National Environmental Development Association. Electric Perspectives, 3, 6 p., 1978, Feature Article.

Article on the roles and responsibilities of the private and public sectors, present and past, examining events that led the public sector to assume greater command of the private sector. Illustrations of existing over-laps in public-private sector activities are given. The author proposes the formation of a planning council to promote cooperation in the place of antagonism between the sectors and to strengthen the position of the private sector.

78-000012 Society and The Private Sector. Smith, Fred. Electric Perspectives, 3, 5 p., 1978, Feature Article.

A capsule view of some key periods and statistics from 1790 to the early 1970s. The evolution of the relationship between the private and public sectors. Tendency to commingle social and economic activities has resulted in an adversary relationship today.

78-000013 State Taxation Policies: The Problem in Siting Power Plants. Brownstein, Alan B.; Gregor, John J. Pennsylvania State University, Plymouth State College. Electric Perspectives, 3, 10 p., 1978, Feature Article.

A high degree of diparity exists among the States in the type and amount of tax levied against electric utilities and the formula for distributing revenue to communities. This article analyzes the very different approaches used by New Jersey and Pennsylvania and suggests guidelines for modifying existing arrangements to reduce the disparity between socio-economic costs and benefits.

78-000014 Nuclear Power and Nuclear Weapons Proliferation. Nuclear Fuels Policy Working Group. The Atlantic Council of the United States. Electric Perspectives, 4, 7 p., 1978, Feature Article.

Article analyzing the relationship between nuclear power and nuclear weapons proliferation. Includes recommendations for meeting nuclear energy supply requirements, while optimizing safeguards against nuclear proliferation. There is an urgent need for all nations with or without nuclear capability to establish a comprehensive nuclear weapon test ban. The United States plays a vital role in the weapons control process.

78-000015 Encouraging Capital Formation: What It Involves. Council on Trends and Perspective. Chamber of Commerce of the United States. Electric Perspectives, 4, 11 p., 1978, Feature Article.

Analysis of the relationship between public policy and capital formation in the U.S., focusing on tax, social welfare, and regulatory policies that affect the disposition of capital resources in the economy. Article suggests approaches for improving capital formation, and outlines difficulties in increasing the private sector's portion of the nation's capital resources.

78-000016 The Impending Shortage of Electricity. Reichle, Leonard F. C. Ebasco Services, Inc. Electric Perspectives, 4, 7 p., 1978, Feature Article.

Article on the need for the Government to deal responsibly and effectively with the energy problem. Discusses the relationship between electric energy growth and the standard of living, and ways to meet increasing demand for electricity by the year 2000. Reviews coal and nuclear power options and government policies affecting nuclear development.

78-000017 Honesty Money. Wallich, Henry C. Federal Reserve System. Electric Perspectives, 4, 5 p., 1978, Feature Article.

Article analyzing means by which inflation promotes changes in the economic structure, threatening the market system, property, and democracy. Deficit spending, poor productivity, weak competition, trade deficits, excess money growth, government controls, and a weak dollar (all viewed as sources of inflation) are discussed. Steps to take in developing an overall policy to end inflation are listed.

78-000018 Inflation Fighters of America—An All Volunteer Army With No Volunteers. Frech, Lawrence; Schenck, Jack; Loewy, Richard; et al. EEI. Electric Perspectives, 5, 7 p., 1978, Feature Article.

Article on the high rate of inflation in recent years and its effect on the U.S. economy. The Government's role in adding to inflation is reflected in government costs, particularly regulatory costs, and the accelerated rate of government spending. Panic buying by consumers drives up prices and interest rates, diverting money from personal

savings and making it unavailable for capital investment. The Mideast oil embargo of 1973-74 has had a dramatic effect on energy prices and costs are increasing at a phenomenal rate. Restraint by all sectors is necessary to curb inflation. The article suggests increasing productivity; business and labor control of prices and wages; and changing consumer attitudes.

78-000019 Index Mischief: Price Versus Cost Interpretations of Consumer Purchasing Power. Moore, F. Lee Jr. Electric Perspectives, 5, 20 p., 1978, Feature Article.

Article explores CPI "bias," which warps financial accounting, discourages investment, reduces productivity, breeds misguided resentment, and hides the value of competition. Causes of index price/cost bias are discussed and suggestions are given on how to adjust for it.

78-000020 Price Changes In Durable Goods: Can We Trust Government's Measurements? Gordon, Robert J. Northwestern University. Electric Perspectives, 5, 11 p., 1978, Feature Article.

Article summarizing research on the prices of durable goods. Explains how the government measures price change, and why its system leads it astray in many cases involving technical innovations. Covers types of quality changes missed by government methods and lists examples of adjustments that could be implemented at low cost.

78-000021 The Sick Dollar: Is There a Cure? Haldeman, Harry. Atlantic City Electric Company. Electric Perspectives, 5, 3 p., 1978, Feature Article.

Article analyzing energy-related troubles America will be faced with in the 1980s. Emphasizes the need for immediate energy conservation, rationing, and a balanced Federal budget. Also discusses the need to shift from dependence on imports to domestic reserves and to utilize unemployed manpower in the construction of nuclear power and coal gasification and liquefaction plants.

78-000022 The National Energy Plan's Public Utility Regulatory Policies Act. Kennedy, Jay B. Electricity Consumers Resource Council. Electric Perspectives, 6, 7 p., 1978, Feature Article.

Article analyzing the impact of the Public Utility Regulatory Act. Electricity rate questions raised by "reform groups" will be a concern of regulatory agencies in all states. State authorities and utilities will be making changes that may not be in accord with local needs or Congressional intent. Misconceptions may develop regarding the following concerns: 1) residential customers subsidize industrial customers, 2) industrial users get "bargain rates", 3) marginal cost pricing can be implemented, 4) Time of Day rates can be derived only by using marginal costs, 5) industry is responsible for growth in peak demand.

78-000023 The Stature Factor--How Important Is Human Size in the Energy, Pollution and Economic Picture? Samaras, Thomas T. Electric Perspectives, 6, 9 p., 1978, Feature Article.

According to data from the National Center for Health Statistics, people are growing taller and heavier. Article analyzes the relationship between human growth and increased consumption and pollution in terms of impact on building heating and cooling; transportation; home appliances; manufacturing; food production and delivery; and waste disposal.

78-000024 The Energy/Environment Dichotomy. Sawhill, John C. New York University. Electric Perspectives, 6, 4 p., 1978, Feature Article.

Article analyzing legislative conflicts resulting from our need for increased energy production and our desire for environmental preservation. While the Environmental Protection Agency encourages utilities to replace coal fired power plants with cleaner burning units using oil and natural gas, the Federal Energy Administration is launching programs to encourage utilities to convert to power plants burning plentiful and relatively cheap domestic coal. In accordance with Congressional mandates, EPA is pursuing cleaner air while FEA is pursuing the goal of decreased dependence on imported oil. Article suggests a more orderly integration of federal, state and local regulatory programs dealing with energy/environmental issues.

79-000001 Energy and Well-Being: Whose? Pickering, George W. University of Detroit. Electric Perspectives, 1, 7 p., 1979, Feature Article.

Article on the relationship between environmental protection and energy needs. Progress can be made in: providing for the material well-being of a doubled population; controlling the environmental quality and biospheric integrity of the planet; and working for democratic social change. Progress depends upon corporate action, regulation of science and technology, and conservation of environmental resources.

79-000002 Energy Supply and Demand Prospects for the World. Kiely, J. R. Bechtel Corporation. Electric Perspectives, 1, 7 p., 1979, Feature Article.

The World Energy Conference established the Conservation Commission to study energy resources, conservation, demand, and strategies to the year 2020. Coal, oil, gas, and nuclear power were studied and potential production estimates were made. Coal will be available for several hundred years; oil production will peak in the 1990s and drop to the 1972 level by 2020; gas production will peak in the early 2000s but will be three times the 1972 level. Nuclear power could be a major energy source by 2020 if unrestrained. Without nuclear energy, a power shortage is possible before 2020.

79-000003 Energy, Society and the Environment: Conflict or Compromise?. Maxey, Margaret N. University of Detroit. Electric Perspectives, 1, 7 p., 1979, Feature Article.

Article analyzing three contemporary assumptions: (1) environmental quality is being destroyed by pollution from energy-intensive societies; (2) renewable natural resources are being ignored by researchers and non-renewable natural resources are approaching exhaustion; and (3) social injustices are the result of high-conversion technology. Author maintains that: (1) only societies with high technology, economic wealth, and energy supplies have developed means for protecting environmental quality; (2) resources are human inventions, transformed by technology; and (3) income inequities are far greater in less developed countries (having low per capita energy use) than in developed countries (having high per capita energy use).

79-000004 Solvent Refined Coal for Generation of Electricity. Harrison, W. B. Southern Company Services, Inc. Electric Perspectives, 1, 7 p., 1979, Feature Article.

Solvent refined coal (SRC) development may be important to the electric utility industry. Because coal represents the only relatively abundant fossil fuel available domestically, it must be used fully to meet future energy requirements. New technologies must be developed to produce gaseous, liquid and solid fuels for applications for which raw coal is not suitable. SRC solids have definite advantages over coal-derived liquids, including conversion efficiency, cost, status of development, relative need and impact on transportation networks. Advantages of SRC technology over scrubber systems include transportation savings, standardization of design, similarity to conventional practices, lower operating costs, and status of technology.

79-000005 Network Television and the Public Interest. Young, Jack. EEI. Electric Perspectives, 2, 2 p., 1979, Feature Article.

Article discussing the effectiveness of television in presenting information of broad public concern. Difficulties, such as expressing important ideas in a 15-30 second time span, and coverage of controversial issues, are reviewed. Relationships among networks and resulting problems are also reviewed.

79-000006 The Economic and Political Strength of the Television Networks. Pearce, Alan. Electric Perspectives, 2, 4 p., 1979, Feature Article.

Article analyzing the political, social, and economic

influence of the three major U.S. television networks. Advertising revenues and profits are examined. Advertisers believe that networks have too much control over the amount and price of advertising and its content. However, the networks maintain that they must control advertising standards to assure that major advertisers use discretion in advertising certain items during daytime or prime time.

79-000007 How Network Program Decisions Are Made. Jencks, Richard. Electric Perspectives, 2, 5 p., 1979, Feature Article.

Article on Program Board, which consists of top television executives, who meet annually to determine program schedules. The process of program development, where schedules change, why series are cancelled and existing series rearranged, are discussed. Article examines deficiencies of network television, such as its inability to do meaningful programming for minorities and persistent tendency to show programming involving violence. Network television is also commended for its achievements including news and vital information programming.

79-000008 Network-Station Business Relationships: The Affiliation Process. Robb, Scott H. Robb & Reukauf. Electric Perspectives, 2, 5 p., 1979, Feature Article.

Network affiliates account for more than 75 percent of all U.S. commercial T.V. outlets. Article reviews the agreements of the three major networks and discusses regulatory and technological changes that affect the affiliation process.

79-000009 Federal Regulation of Network Practices. Wiley, Richard E. Kirkland & Ellis. Electric Perspectives, 2, 3 p., 1979, Feature Article.

Article analyzing Federal Communications Commission regulation of network television. The Prime Time Access Rule, adopted in 1970, that prevents networks from having more than three out of the four hours of programming during prime time is discussed.

79-000010 Broadcast Regulation and the First Amendment. Chase, Oscar G. New York University. Electric Perspectives, 2, 4 p., 1979, Feature Article.

The question of how far the First Amendment allows Congress or the Federal Communications Commission to control free speech is discussed. The power of the FCC over broadcasting, and the reason for endorsement of FCC control and the way it is changing are reviewed. The principles of "diversity" and "scarcity" underlie most constitutional decisions in the broadcasting area. Broadcasting cases investigated by the FCC where this principle was applied to uphold FCC power are reviewed.

79-000011 The Future of Network Television. Rice, David M.; Botein, Michael. New York University Law School. Electric Perspectives, 2, 6 p., 1979, Feature Article.

Analyzes programming objectives of television networks and the role of the Federal Communications Commission. The Networks' need to deliver mass audiences to advertisers--because advertisers pay rates according to the size of the audience--makes it economically motivating to offer programming that will attract large audiences. The primary interest of most companies is product advertising, but an increasing number have come to recognize the desirability of participating in public debate on important issues and expressing ideas on controversial issues.

79-000012 Socially Responsible Energy Futures. Starr, Chauncey. Electric Power Research Institute. Electric Perspectives, 3, 7 p., 1979, Feature Article.

Discussion of the advantages and disadvantages of nuclear power compared with other energy sources. Oil supplies are unequal to world needs; coal is less versatile. The projected contribution from solar electricity is small. Risks that accompany nuclear energy are outweighed by the need to conserve energy and to develop energy sources that can delay or avoid energy resource depletion.

79-000013 Images of Disaster: Perception and Acceptance of Risks from Nuclear Power. Slovie, Paul; Lichtenstein, Sarah; Bischhoff, Baruch. Perceptronics. Electric Perspectives, 3, 13 p., 1979, Feature Article.

Report on studies of two groups--students from the University of Oregon and members of the League of Women Voters of Eugene, Ore.--who voted for the curtailment of nuclear power in a statewide referendum because of perceived risks. Aversion to nuclear power seems to be caused by the fear that this technology will cause a large number of fatalities. The authors believe public fears should not be viewed as irrational because experts have been wrong in the past, and because experts are still disputing the risks from nuclear power.

79-000014 The Quest for Public Acceptance of Nuclear Power. Hill, Sir John. United Kingdom Atomic Energy Authority. Electric Perspectives, 3, 6 p., 1979, Feature Article.

Article analyzing attitudes toward nuclear power and industrialization. The author believes that people most apprehensive about nuclear power are those who know least about it. Opposition to increased industrialization comes from countries with the highest standard of living. Populations of developing countries offer virtually no opposition and see industrialization as a way to achieve a high standard of living. Those working in the nuclear industry are satisfied about what they are doing, but still concerned with the safety of their families. He sees nuclear power as essential to a prosperous industrial society. Setbacks, disappointments and failures are part of progress.

79-000015 Nuclear Waste: Beyond Faust and Fate. Maxey, Margaret N. University of Detroit. Electric Perspectives, 3, 6 p., 1979, Feature Article.

Opponents of nuclear power believe that an indefinite delay of high-level waste disposal facilities is preferable to adopting currently available options, and that imposing involuntary risks of radiation exposure on present and future generations violates principles of social justice. Maxey believes that the risks of creating disposal facilities are minor compared to the risks of doing nothing about the problem that won't go away, and that risk to future generations must be measured only by the likelihood of actual harmful exposure.

79-000016 TMI in Perspective: Reactor Containment Stands Up, Difficult Decisions Remain. Corey, Gordon R. Commonwealth Edison Company. Electric Perspectives, 4, 3 p., 1979, Feature Article.

Report on the effect of Three Mile Island on nuclear development. Although catastrophic failure was never a serious danger at TMI, the effect was to raise questions that slowed the development of nuclear power. News coverage of the incident seriously undermined the public's confidence in nuclear energy. Present energy alternatives are limited, and we must pursue the only available near term energy options--coal and nuclear power. The nuclear industry must regain public confidence and make people aware of the ramifications of our energy options.

79-000017 Candor in Communication Vital to Keep Nuclear Option Open. Hyde, Richard C. Hill and Knowlton. Electric Perspectives, 4, 4 p., 1979, Feature Article.

Article on communications problems resulting from the Three Mile Island accident. Limitations of media and industry communications are discussed. Emergency communications plans, new approaches to crisis management for communications, and ways to improve the nuclear industry's credibility are discussed.

79-000018 Why the United States Will Not Achieve Energy Self-Sufficiency. McKetta, John J. University of Texas. Electric Perspectives, 4, 22 p., 1979, Feature Article.

Article reviews ways to achieve energy self-sufficiency by the year 2000. Includes statistical data on oil, gas, and coal supply and demand, and an overview of current energy problems.

79-000019 Clinch River Breeder Reactor Plant: A Building Block in Nuclear Technology. McCormack,

Mike. U. S. Senate. Electric Perspectives, 4, 7 p., 1979, Feature Article.

America has a serious energy supply problem and will need to make increasing use of coal and uranium. President Carter, the Administration, and Congress continue to put roadblocks on the expanded development of these two resources. The past 33 years of nuclear power research and development are reviewed. The restoration of a credible breeder reactor program beginning with the construction of a large scale LMFBR demonstration plant and the completion of the Clinch River Breeder Reactor Plant is discussed.

79-000020 American Productivity Today and Tomorrow. Yates, Joanne. University of North Carolina. Electric Perspectives, 5, 9 p., 1979, Feature Article.

U.S. productivity grew steadily through the 1960s. Beginning in the late 1960s, however, growth rates began to decline signaling lower U.S. economic growth. Complex problems of productivity measurement must be resolved in order to analyze productivity trends. Current slowdowns are discussed.

79-000021 Philadelphia Electric's Education Programs Promote Energy Literacy Among All Consumers. McCormick, Michael D. Philadelphia Electric Company. Electric Perspectives, 5, 4 p., 1979, Feature Article.

Philadelphia Electric Company's energy education program reaches students from primary through post graduate levels. Program objectives include: overcoming ignorance of the energy situation; creating a process for teaching energy education; and providing incentive for innovation.

79-000022 Decentralization, Centralization and Polarization: Soft Energy Path Portends Hard Choices for Consumers. Rossin, A. David. Commonwealth Edison Company. Electric Perspectives, 5, 6 p., 1979, Feature Article.

Decentralized energy supply systems could prove to be more expensive than centralized systems because of high costs of energy and supply systems now spread among all users. Lack of readily available energy could decrease individual freedom by forcing a central authority to allocate energy resources by controlling individual and corporate decisions.

79-000023 Current Energy Situation Affecting National Economy, Security and Psyche. Culbreath, H. L. Utah Power & Light Company, Tampa Electric Company. Electric Perspectives, 5, 5 p., 1979, Feature Article.

Nuclear development to offset energy shortages has an integral role in the U.S. economy. Abandoning nuclear power would affect economic development and national security. High electricity costs would be inevitable. Electricity shortages translate into lost jobs and economic output. A strong economy is essential for military strength, and dependence on foreign oil endangers both the economy and the ability to operate essential defense equipment. A reduced dependence on imported oil means going forward with nuclear power programs.

79-000024 Electric Utilities Detail Nuclear Improvement Programs. Lee, William S. Duke Power Company. Electric Perspectives, 5, 6 p., 1979, Feature Article.

The "Three Mile Island Ad Hoc Nuclear Oversight Committee" —formed after the accident--serves as industry's liaison with White House and Kemeny Commission. New organizations have been formed to cover safety analysis, insurance, emergency response planning, and public information. Safety of the operation of nuclear power plants remains the responsibility of the licensee.

79-000025 Global Technology 2000 Program to Feature SPS Status Report. Gray, Jerry. American Institute of Aeronautics and Astronautics. Electric Perspectives, 6, 2 p., 1979, Feature Article.

Results of the DOE three-year study of the Satellite Power System are imminent. The $15 million study is likely to recommend accelerated technological research and development. The U.S. Congress will then decide whether or not to proceed with the development of test hardware. Private industry has a definite interest in the progress and problems of SPS technology.

79-000026 Advances in Space Age Technology Could Bring Electricity from Sun Early in the 21st Century. Adornato, Rudolph. Grumman Aerospace Corporation. Electric Perspectives, 6, 4 p., 1979, Feature Article.

The Solar Power Satellite (SPS) is a large collector placed in a geosynchronous orbit. Solar energy is captured, transmitted to earth as microwave energy, reconverted to electricity, and distributed to customers. SPS will be constructed and assembled totally in space and could be operational by 2000. NASA and DOE studies in progress cover estimated costs, funding, environmental issues, and engineering problems.

79-000027 Moratoriums on Service Disconnections Affect Utility Cash Flow and Policies. Borrell, John; Wennerholt, James T. Toledo Edison Company, Michigan Consolidated Gas Company. Electric Perspectives, 6, 5 p., 1979, Feature Article.

Moratoriums on non-payment disconnects create a cash flow problem for electric utility companies. Delinquent accounts have increased significantly since moratoriums began. Improved customer relations (including a modified collection policy and partial payment plan) are needed to reduce delinquent bills. Social welfare organizations can assist some customers, and several companies offer Senior Citizens rates to those qualified. Programs are suggested to improve company images and reduce additional collection costs.

79-000028 RCRA Has Potential to Exemplify Pitfalls of Vague, Excessive Regulation. Truitt, Thomas H. Wald, Harkvader & Ross. Electric Perspectives, 6, 5 p., 1979, Feature Article.

Environmental Protection Agency, working under the 1976 Resource Conservation and Recovery Act, is developing rulemaking proposals to control solid waste disposal. Article analyzes problems created by the mandate. Criteria for indentifying hazardous and non-hazardous waste are discussed as well as potential use of utility by-products.

79-000029 Rebirth of U.S. Nuclear Power Option Requires Radical Regulatory Reform. Green, Harold P. Fried, Frank, Harris, Shriver & Kampelman. Electric Perspectives, 6, 4 p., 1979, Feature Article.

Major events, such as Three Mile Island, have shaken the nuclear power industry and demonstrated the need for reform of the regulatory process. Reforms should speed up the licensing process, eliminate duplicate reviews, and provide a stable development process on a nuclear venture.

79-000030 Electric Utilities Increase Capital Market Share as Cost Rise Continues. Tenicki, Joseph J. Irving Trust Company. Electric Perspectives, 6, 7 p., 1979, Feature Article.

Article analyzing the financial requirements of the electric utility industry and the need for public education regarding industry responsibilities.

80-000001 A-J Revisited: Societal Changes Force a New Examination of an Old Theory. Hoff, David. Puget Sound Power & Light Company. Electric Perspectives, Spring, 7 p., 1980, Feature Article.

The "A-J Effect" is an economic theory advanced by Averch and Johnson in 1962, which states that regulated industries have an incentive to over invest for maximum profits. The author contends that the theory was questionable even before the financial crunch of the 1970s and is inapplicable today.

80-000002 Public Review of Nuclear Power Lacks Sufficient Scientific Basis. Duderstadt, James J.; Kikuchi,

Chihiro. University of Michigan. Electric Perspectives, Spring, 10 p., 1980, Feature Article.

The authors contend that scientists have failed to educate the public sufficiently to make a rational decision on the future of nuclear power. Because of this, nuclear debate has drifted away from facts and into dialogue rampant with scientific half truths and misunderstanding. The authors discuss the world energy supply and demand situation and show how nuclear power can help supply world energy demands reliably and safely.

80-000003 Literary Barometer Shows High Pressure as Energy Becomes More Popular Topic. Rubenstein, Norman. EEI. Electric Perspectives, Spring, 9 p., 1980, Feature Article.

The recent outpouring of energy literature, written for popular and technical audiences, reflects public concern about the subject. The author compares four books on energy policy which were used by EEI in compiling data for its own book, "Economic Growth in the Future-II." The books compared are: "Energy Future," edited by Robert Stobaugh and Daniel Yergin for the Harvard Business School Energy Project; "Energy in Transition: 1985-2010," by the Committee on Nuclear and Alternative Energy Systems; "Energy in America's Future," by Resources for the Future; and "Energy: The Next Twenty Years," by the Ford Foundation. Reviewer discusses content, philosophy, and literary value.

80-000004 Increased Energy from North America Will Require International Financing. Sultan, Ralph G. M. Royal Bank of Canada. Electric Perspectives, Spring, 4 p., 1980, Feature Article.

While North American nations have an abundance of energy in the ground, the author believes that the U.S. and Canada may be forced to become net importers of capital in order to develop that energy. Canada may spend $1.4 trillion (Canadian) for energy development during the next 20 years, and U.S. investment could be 10 times greater than that. This financial requirement means that U.S. and Canadian energy companies will be more active in world money markets to meet their fund-raising needs.

80-000005 Rising Energy and Transport Costs Rekindle Interest in Slurry Pipelines. McNeil, Robert B. Slurry Transport Association. Electric Perspectives, Spring, 4 p., 1980, Feature Article.

Coal slurry pipelines offer an alternative to other means of transporting coal such as railroads, which are the primary shippers. Slurry pipelines offer a cost structure that is weighted toward initial construction rather than labor and fuel, the costs of which are more subject to inflationary pressures. Pipeline use has held down rail shipping costs, but an increase in pipeline capacity is being delayed by legal questions involving right of eminent domain and water use in the West.

80-000006 Nuclear Power and the Hamilton-Jefferson Debate. Hacker, Andrew. Queens College. Electric Perspectives, Summer, 15 p., 1980, Feature Article.

The nation's debate over the future of nuclear power has its roots in the Hamilton-Jefferson philosophical debate over whether the U.S. should become an industrial-technological society or an agrarian one. The United States chose the Hamilton path and industrial development has brought prosperity. Many Americans, however, are reexamining their Hamiltonian leanings in reponse to social and political events, a rise in liberal arts education, and a decline in engineering/technical education. This rise of Jeffersonianism has equated nuclear power with the power of the corporate state and has led to questioning the social value of nuclear power.

80-000007 The American Acceptance of Nuclear Power. Barrett, William. New York University. Electric Perspectives, Summer, 13 p., 1980, Feature Article.

The author says that Americans will accept nuclear power, because they have an adventurous spirit, which will overcome the counter-cultural leanings of the 1960s and '70s. He says that Americans will see a strong technological base as the only means to assure a free nation. Logic, therefore, will dictate philosophical acceptance of nuclear power.

80-000008 Changing Times and Productivity Challenges. Naisbitt, John; Hallett, Jeffrey. Yankelovich, Skelly and White, Inc. Electric Perspectives, Summer, 6 p., 1980, Feature Article.

Worldwide social, economic, and political changes are giving innovative business managers the chance to increase productivity through improved management of human resources. Article describes major changes and their relationship to opportunities for improving productivity. Includes a description of the Quality Circle concept popular in Japan, and a discussion of the concept's adaptability to the U.S. workforce.

80-000009 A Perception of the Public Utility. Carlson, Theodore J. Central Hudson Gas & Electric Corporation. Electric Perspectives, Summer, 9 p., 1980, Feature Article.

Public utility operations in the U.S. serve the public interest by providing a framework for utility services and political interaction for the protection of customers and owners. The author describes interaction among parties involved in utility services and use, obligations, and benefits.

80-000010 Acid Rain's Identification Crisis. Perhac, Ralph M. Electric Power Research Institute. Electric Perspectives, Summer, 6 p., 1980, Feature Article.

Acid rain causes worldwide concern, but much research and more uniform data gathering is required to pinpoint areas of increasing acidity and to determine the cause. Article discusses data gathering methodology in North America and Scandinavia, pointing out inconsistencies to be rectified.

80-000011 Entering the Solar Field. Crawford, W. Donham. Gulf States Utilities Company. Electric Perspectives, Summer, 3 p., 1980, Feature Article.

Electric utilities will play a key role in solar energy development. Article discusses ways in which utilities can aid in financing research and lowering production costs of solar units. Also discusses state tax credits and required changes in local zoning laws, building codes, and rate design, that must precede the widespread use of solar energy devices.

80-000012 America's Energy Future. Dukert, Joseph M. Electric Perspectives, Summer, 7 p., 1980, Feature Article.

Article on how uses of energy have led to new technologies and how advanced technologies may combine with or complement existing technologies to promote world energy efficiency. Discusses economic and political implications of various technologies and predicts likelihood of their use.

80-000013 Politics, Plutonium and Energy Interdependence. Marshall, Walter. United Kingdom Atomic Energy Authority. Electric Perspectives, Fall, 13 p., 1980, Feature Article.

Article contends that nuclear weapons proliferation is a political problem, not a technical one, and its solution lies in energy interdependence and market functions, not in the rejection of technology. Explains the workings of a fast breeder reactor and points out the various fuel cycle options that can be exercised to formulate market-oriented, interdependent nuclear policies. Notes that the scientific community has a responsibility to participate in seeking a solution to the nuclear proliferation problem.

80-000014 Japan's Unique Energy Situation. Sueda, Mamoru. Committee for Energy Policy Promotion of Japan. Electric Perspectives, Fall, 8 p., 1980, Feature Article.

Article discusses Japan's dependence on imported fuel,

especially oil, to meet energy needs, and the Japanese government's plans to develop domestic coal and renewable energy sources. Compares Japan's energy imports with those of Western industrial nations, and shows how economic factors encouraged Japan to import large quantities of oil.

80-000015 Energy Policy: Dos and Don'ts for the 1980s. Landsberg, Hans H. Resources for the Future, Inc. Electric Perspectives, Fall, 7 p., 1980, Feature Article.

Article lists three major energy policy goals: 1) giving people more technical and economic information to help them participate in carrying out policy, 2) using regulation wisely to nudge slower moving market forces, and 3) providing economic incentives for conservation. Contends that all energy should reflect true market value, and energy efficiency measures should contain guidelines instead of hard-and-fast rules. Suggests that the U.S. should explore for more liquid fuel, change pollution laws to give industry more opportunity to burn coal, improve coal technology, allow synfuels development to be controlled by the market, and consider nuclear power in relation to other energy forces.

80-000016 What if We Reversed the "What if" Syndrome? Hosmer, Craig. Doub & Muntzing. Electric Perspectives, Fall, 5 p., 1980, Feature Article.

Article describes what the U.S. energy situation would be if the country had fully developed nuclear power during the past 10 years. Nuclear development would have made it possible to avoid high gasoline prices, the balance of payment deficits, high inflation, and the Middle East crises. Guns and butter would be affordable. Article traces historical highlights of nuclear development and dissent, showing how the energy picture would have changed if a more favorable nuclear path had been chosen at various times.

80-000017 The Nuclear "Genie": Beyond Faust, Fate and Incantation. Maxey, Margaret N. South Carolina Energy Research Institute. Electric Perspectives, Fall, 11 p., 1980, Feature Article.

Article discusses the need for a bioethical framework within which to introduce new technologies to society. Using nuclear power as an example, the author shows how fear and illogical thinking can lead to rejection of a technology. Technology, she contends, has the ability to improve the quality of life for all people, and those who block new technology while others suffer are not acting ethically.

80-000018 Negotiated Regulation: A Positive Regulatory Reform. Rose, Charlie. U.S. House of Representatives. Electric Perspectives, Winter, 7 p., 1980, Feature Article.

Article calls for a new approach to regulation in which the Federal Government would relinquish its "command" and "control" functions to the parties involved in the matter to be regulated. The government would be involved as an equal partner in the regulatory process, which would be built upon negotiation, compromise, and cooperation. Parties would reach agreement on matters of contention before any formal regulation goes into effect. As part of the process, the author calls for creation of a Court of Administrative Appeals to settle matters during the formation of the regulation instead of after a regulation has gone into effect.

80-000019 Meeting the Solar Energy Industry's Labor Needs. Fermoselle, Rafael. President, Context International. Electric Perspectives, Winter, 5 p., 1980, Feature Article.

One- and two-year solar energy courses being offered by many community colleges will not be able to train a workforce for the solar energy industry. Instead, the author says, the solar industry needs highly trained scientists for research and development and highly trained technicians to carry out experiments. When solar technologies reach commercialization, companies draw and will continue to draw their workers from the traditional trade crafts, such as carpentry, welding, drafting, plumbing, and electrical trades.

80-000020 Enhancing Efficiency and Profitability with Information Management. Carr, Alain. Electric Perspectives, Winter, 3 p., 1980, Feature Article.

Mastering computerized information management systems will be the key to increasing productivity and profitability in the 1980s. The author points out that information, the capital tool of management in the future, is increasing at rates never before experienced. Although it is difficult to measure the benefits of better information management, some analysts estimate that it will have an impact of $100 billion by 1985.

80-000021 The Utility Economist: An Emerging Profile. Zara, Saad; Gordon, Clara; Tobie, Carl. Electric Perspectives, Winter, 8 p., 1980, Feature Article.

Article describes the emergence of electric utility economists in the decision-making process of most companies. Gives profiles, based on a survey of electric utility economists, showing corporate rank, areas of responsibility, age, education, salary, and job satisfaction. The article is the first analysis of the electric utility economist.

80-000022 International Financing by Electric Utilities. Hildreth, Robert G. Jr.; Seligson, Carl H. Merrill Lynch White Weld Capital Markets Group. Electric Perspectives, Winter, 6 p., 1980, Feature Article.

Article reviews the various avenues of international financing available to U.S. electric utilities, and discusses ways in which access can be gained to those money supplies and the restrictions they carry. Advantages include the possibility of more favorable interest rates, diversification of debt mix, and freedom to act more quickly and flexibly in the absence of securities regulation agencies. Some of the available financing avenues include Eurodollar bank loans, Euro-bonds, and the Saudi Arabian Monetary Agency (SAMA). Article also discusses various international tax and currency aspects that borrowers should consider.

80-000023 What We Know About Acid Rain. Curtis, Carolyn. Electric Perspectives, Winter, 7 p., 1980, Feature Article.

Article shows that acid rain has become an emotional issue, and that more information is required before regulatory actions are taken. Points out that ways of gathering and measuring data are not standardized, making most of the data inconclusive. Also shows that most media accounts of the problem call for action based on inconclusive evidence, and that this reporting has contributed to the emotional pitch of the issue.

80-000024 All the Easy Questions Have Been Answered. Murray, Francis X. Georgetown University. Electric Perspectives, Winter, 2 p., 1980, Feature Article.

Article states that a wealth of information is available on coal reserves and the problems associated with coal use. We now must make hard policy decisions on how coal is to be used.

81-000001 More Power, Less Pollution. Katzenstein, Alan W. Electric Perspectives, Spring, 4 p., 1981, Feature Article.

The dramatic increase in per capita consumption of electricity reflects Americans' rising standards of living. Over the last four decades, U.S. electricity production has grown five times faster than the population. More power has not meant a proportionate increase in pollution, however. Particulates, sulfur dioxide, and nitrogen oxide emissions have grown more slowly than generation.

81-000002 Photovoltaics: Matching Policy to Technology. Brown, Merwin; Kendall, Raymond. Electric Perspectives, Spring, 11 p., 1981, Feature Article.

Developing policies for the integrated use of photovoltaics in electric power generation requires a thorough understanding of the technology. The authors explain how solar cells work, recount recent technological developments, and highlight the potential benefits and problems of integrating that generation into utility grids.

81-000003 Fossil Energy Resources in the Western Hemisphere: Plenty at a Price. Netschert, Bruce C. Economic Research Associates, Inc. Electric Perspectives, Spring, 6 p., 1981, Feature Article.

The Western Hemisphere has the energy resources necessary to satisfy its needs. However, the mere existence of abundant resources does not necessarily mean that they will be available for consumption. Many social, political, economic, and technological factors will govern the availability of these resources. Article provides estimates of conventional and supplemental oil and gas supplies, and outlines some of the factors that may constrain their availability.

81-000004 Three Challenges of Risk-Benefit Assessment. Ricci, Paolo F.; Douglas, John H. Electric Power Research Institute. Electric Perspectives, Spring, 7 p., 1981, Feature Article.

Although risk-benefit analysis has made considerable progress during the last decade, the applicability of various methodologies has yet to be established firmly. New and/or refined methodologies and additional and more accurate scientific data are needed. Equally important, new ways must be found to integrate scientific findings into regulatory and judicial processes. Finally, the relative risks associated with complex technologies must be communicated more effectively to the public.

81-000005 Electric Utility Management Development: A Challenge for the 80s. Laros, Michael A.; Middleton-Cook, Kathleen. Theodore Barry & Associates; EEI. Electric Perspectives, Spring, 8 p., 1981, Feature Article.

The success of electric utilities in meeting the challenge of changing operating conditions depends in part on their abilities to find and train creative management teams. The authors sketch the present and future employment profile of the industry, outline the financial, regulatory, and technological factors that affect it, and propose needed changes in training programs.

81-000006 Putting the Reins on Excessive Regulation. Scherer, Robert W. Georgia Power Company. Electric Perspectives, Summer, 8 p., 1981, Feature Article.

The problems of energy and environmental regulation are often one and the same, and overzealous government regulation usually works as much against consumers as it does against utilities. There are not current alternatives to coal as an energy source for the rest of the century. Yet, the impact of regulation governing the use of coal is going to be staggering in the years ahead. Author examines the impact of regulation on the costs and availability of coal as an energy source, and calls the current environmental policies "a disaster, being idealistic and blind." Four specific reforms are suggested to end excessive and contradictory regulations.

81-000007 The Right Idea at the Wrong Time. Wheeler, Romney. Electric Perspectives, Summer, 14 p., 1981, Feature Article.

Consumers Power Company's Midland nuclear plant began as an innovative and exciting idea in 1976. At a proposed investment of $349 million, it was to join the economic interests of Consumers Power and of the Dow Chemical Company as the first nuclear plant to employ the principle of cogeneration. Today, the original six-year construction schedule has been strung out to at least 15 years, and the cost has escalated to $3.1 billion. Article chronicles the events surrounding the Midland project as a case history of how prudent and innovative management decisions can be thwarted by the U.S. system of nuclear regulation.

81-000008 Changing Profiles of America. Little, Dennis L. Congressional Research Services. Electric Perspectives, Summer, 10 p., 1981, Feature Article.

The U.S. remains the world's fourth most populous nation, but the 1980 census indicates its population has undergone significant changes. These changes portend profound effects on how Americans will live and how societal institutions, such as electric utilities, will serve them. Analyzing data compiled by the 1980 Census, the author reports changes in the U.S. demographic profile—changes in age-structure, birth rates, family and household formation patterns, and work force trends.

81-000009 Jack Busby: Ambassador of Service and Supply. Jarvis, Peggy. Johns Hopkins University Press. Electric Perspectives, Summer, 6 p., 1981, Feature Article.

Interviews with Jack Busby, the retired chairman and chief executive officer of Pennsylvania Power & Light Company, and with some of his associates chronicle the development of his career and some of his contributions to the electric utility industry.

81-000010 Changing Profiles of America: A Nation Still on the Move. Little, Dennis L. Congressional Research Service. Electric Perspectives, Fall, 10 p., 1981, Feature Article.

During the last five years, about 82 million Americans (or one-third the current population) changed residences. The redistribution of the American people to the Sunbelt and rural areas may result in the transfer of some urban and social problems to these areas. Analyzing data compiled by the 1980 Census, the author reports on U.S. geographical and demographic trends and some of their potential implications for local governments and services.

81-000011 Improving Service from Regulated Industries. Carron, Andres S.; MacAvoy, Paul W. Brookings Institution; Yale University. Electric Perspectives, Summer, 9 p., 1981, Feature Article.

Limited deregulation could improve the quality and quantity of services produced by regulated industries. Recent procedural reforms, such as the use of future test years in setting rates, have slowed the widespread decline in services offered by these industries, but further change is needed to reverse the trend. The short-term price increases and changes in service offerings that could result from partial decontrol must be judged in light of the long-term gains in service that would ensue from allowing flexible and responsive pricing.

81-000012 Acid Rain: How Long and How Bad? Hansen, Alan D. Environmental Research & Technology Inc. Electric Perspectives, Fall, 8 p., 1981, Feature Article.

There is an unfortunate paucity of data about acid rain, and much of the existing research on the topic is of questionable validity. Long-term trends are difficult to discern because data collected at different times are often incomparable. Moreover, the effect of climate on the ionic composition of rain has been largely ignored. In order to formulate a rational comprehensive program for mitigating the effects of acid rain, further research is needed.

81-000013 Land Use Planning: The Invisible Policy. Coltman, Edward. Richard Grefe Associates. Electric Perspectives, Fall, 8 p., 1981, Feature Article.

Although no comprehensive national land use policy exists, the plethora of regulatory reviews, permits, and licenses has created a de facto land use planning policy in the United States. This de facto policy has consequences not commonly recognized: siting of large private projects is subject to federal control, siting choices are drastically limited, state and local governmental authority is curtailed, and direct and indirect costs associated with new construction are increased dramatically. Congress must begin considering the subtle land use consequences of its own legislation on other matters, and it must begin insisting that executive and independent agencies do the same.

81-000014 Spurring Economic Development Through Innovative Rate Structure. Stevens, Robert B. Consolidated Edison Company of New York, Inc. Electric Perspectives, Fall, 6 p., 1981, Feature Article.

Working with state and local governments and agencies. Consolidated Edison has implemented rates that encourage the revitalization of economically blighted areas in the South Bronx and Brooklyn. Geographic eligibility criteria were

designed to increase the load on under-utilized transformer capacity, thus limiting the need for capital investment and extending the life of the reduced rate. Customer eligibility criteria were designed to attract new businesses to the areas and to encourage existing customers to expand their businesses.

81-000015 Fifty Million Frenchmen Have Few Nuclear Fears. DuPont, Robert L. Georgetown University Medical School. Electric Perspectives, Fall, 4 p., 1981, Feature Article.

Although routine maintenance and repair ensures the safety of U.S. nuclear facilities, many Americans fear the technology. This phobic fear of nuclear power is only seldom felt by French citizens. France has no practical alternative to nuclear energy and is firmly committed to expanding its use. For this reason and others, many of the conflicts and controversies surrounding U.S. nuclear policy are not found in France.

81-000016 What Is Supply-Side Economics and Why Are All Those People Saying Bad Things About It? Jolissaint, Van E. Evans Economics, Inc. Electric Perspectives, Winter, 8 p., 1981, Feature Article.

Under a new name and with a few alterations, classical economic theory returns to challenge the "common wisdom" that has dictated fiscal and monetary policy since World War II. Traditional Keynesian economics, although politically attractive, cannot cure inflation. The productive capacity of the economy must be expanded. Supply-side economics recognizes this prerequisite to economic recovery. Eventually, the Economic Recovery Tax Act of 1981 will expand the supply side of the economy and set the nation on a path of stable, noninflationary growth.

81-000017 PCBs in Perspective. Onishi, Harry A.; Trench, Cory W. Commonwealth Edison Company; EEI. Electric Perspectives, Winter, 6 p., 1981, Feature Article.

Although PCBs have been a recognized health and environmental concern since the late 1960s, exactly how the federal government should control the 750 million pounds still in use remains to be determined. In October 1980 the U.S. Court of Appeals remanded two provisions of the Environmental Protection Agency's rules on PCB use back to the Agency for further study and possible revision. A temporary interim Measures Program has been implemented to ensure public safety until the new rule is issued. In addition, the electric utility industry is presently furnishing EPA with data to supplement the new rulemaking process. The full results are expected in early 1982.

81-000018 Changing Profiles of America: Workers and Their Work in the 1980s. Roth, Dennis M. Congressional Research Service. Electric Perspectives, Winter, 13 p., 1981, Feature Article.

Demographic trends of yesterday and today will shape the labor market of tomorrow. By 1990 the U.S. labor force will be older, better educated, and more experienced, and it will contain higher percentages of women, blacks, and immigrants. These demographic trends will also alter the types of goods and services demanded by the public; consequently, the demand for labor will shift as well. Employment opportunities will vary by region, economic sector, and occupation.

81-000019 Using What We've Got: The LMFBR and the Full Utilization of Uranium Resources. Piper, Henry; Hambright, David. Project Management Corporation. Electric Perspectives, Winter, 7 p., 1981, Feature Article.

The United States' energy problem is one of utilization, not supply. Our current stockpile of uranium 238 reserves represents an amount of energy equivalent to almost twice the energy of U.S. coal reserves. Breeder reactors could produce electric power for decades, even centuries, from these reserves.

81-000020 Choice over Chance: Revitalizing the U.S. Economy. Thompson, William F. Philadelphia Electric Company. Electric Perspectives, Winter, 6 p., 1981, Feature Article.

A new study on economic growth in the future, entitled Choice over Chance, provides a unique perspective on the Reagan Administration's policy initiatives. The study indicates that the United States can control its economic destiny by adopting growth-favoring public policies. Although the econometric modeling upon which the analysis is based was conducted independently, it supports the general premises of the Reagan program and confirms their expected favorable results.

82-000001 Giving Them "A Second Chance. Mohn, Lynn. Lynn Mohn Associates. Electric Perspectives, Spring, 7 p., 1982, Feature Article.

"A Second Chance," a 27-minute film produced by Echo Film and sponsored by Edison Electric Institute and 22 power companies, dramatizes 15 projects utilities have undertaken to conserve endangered species, including the brown pelican, American bald eagle, crocodile, desert bighorn sheep, peregrine falcon, manatee, wood ibis, and greater prairie chicken. Called "the best industrial film I've seen in 10 years" by one viewer, it grew out of an EEI survey that discovered that more than 200 utilities voluntarily had taken actions to protect wild animal- and plant-life found on or around their land. The film premiered in February, 1982 before an audience of U.S. congressmen, environmentalists, and respresentatives from the media and government agencies.

82-000002 Coal-Water Slurries. Dunlop, Donald D. Slurrytech, Inc. Electric Perspectives, Spring, 4 p., 1982, Feature Article.

The development and use of coal slurries could solve some of the transportation problems stymieing the widely anticipated boom in coal consumption. In many places, slurry pipelines could deliver coal at a lower cost than railroads can. The use of slurries also could reduce the costs of converting existing oil-fired plants to coal-firing ones. Because coal-water slurries eliminate the use of oil altogether, they have an advantage over coal-oil mixtures. The major policy barrier to the development of slurries is the lack of legislation granting pipelines federal eminent domain rights.

82-000003 The National Implications of International Population Trends. Little, Dennis L. Library of Congress. Electric Perspectives, Spring, 9 p., 1982, Feature Article.

Despite the existence of several major global studies highlighting the interaction of energy, population, resources, and the environment, leaders in government, labor, and business often dismiss these as "fuzzy" issues with little impact on the "hard" issues of productivity, inflation, and economic growth. In fact, their impact on economic growth is significant. The U.S. economy and the global economy are interdependent; almost 40 percent of U.S. exports are purchased by Third World countries. Given the speed with which Third World populations are growing, their demands for food, jobs, and housing may be difficult to meet. The implications for new markets and business opportunities are clear. At the same time, these countries are not without bargaining power—they are important sources of raw materials and low cost imports for the United States. For example, Mexican officials are beginning to link terms of U.S. access to Mexico's gas and oil reserves to U.S. policy toward immigration. The capital and social needs of Third World countries must be of concern to U.S. citizens.

82-000004 Keeping Managers Informed. Hilby, Paula A.; Palmigiano, Ralph. Arizona Public Service Company, EEI. Electric Perspectives, Spring, 5 p., 1982, Feature Article.

After a year of preliminary study, several departments of Arizona Public Service Company are in the process of converting from a manual to a computerized system of indexing records and documents. The task force overseeing the project used software developed by Edison Electric Institute to test the value of computer indexing. Many of the departments tested concluded that within two years the system would save them more than it cost. The company's

next step is to initiate the workplan developed to design a Corporate Records System. Likewise, EEI's data processing activities have grown over the last few years. It has developed several new information systems to serve the electric utility industry, including the electric utility industry data base, the most comprehensive collection of such data ever offered by a central source.

82-000005 Walker Cisler: Filling the Unforgiving Minute. Newcomb, Doris. Electric Perspectives, Summer, 8 p., 1982, Feature Article.

Walker Cisler, the 84-year old former president and chairman of Detroit Edison Company's board, is still going strong. Now chairman of Overseas Advisory Associates, Inc. (OAAI), which he founded, he leads that not-for-profit organization in designing energy projects for foreign countries. His history in the electric utility industry began in 1922 at Public Service Electric and Gas and included postwar service to help restore European utility systems. A staunch believer in the importance of developing the breeder reactor, he spearheaded development of the Enrico Fermi Atomic Power Plant, the nation's first large fast breeder reactor power plant. Under his direction, Detroit Edison increased its generating capacity almost two and a half times from 1951 to 1971 and increased kilowatt-hour sales almost three times over the same period. One associate describes Cisler as "driven by a burning desire to 'fill the unforgiving minute with sixty seconds worth of distance run.'"

82-000006 Communicating Successfully. McDonald, Marshall. Florida Power & Light Company. Electric Perspectives, Summer, 5 p., 1982, Feature Article.

Effective communications has never been more important to the electric utility industry than it is today. Public relations activities can play a tremendous role in educating consumers on the need to pay an appropriate price for electricity. To be successful, however, communications programs must be developed with specific objectives and target audiences in mind. The more thorough this preliminary research, the more effective the program will be. Florida Power & Light's speaker's bureau program and its educational program "Florida Aids to Classroom Teachers" exemplify effective communications programs.

82-000007 The Motivation for Electric Utility Diversification. Edelston, Bruce; Maschoff, Dean; Sherman, Al. Planmetrics Inc. Electric Perspectives, Summer, 6 p., 1982, Feature Article.

Electric utilities should view diversification not as a means of improving the financial situation of regulated business but as a method for increasing the flexibility of utility management to meet new challenges presented by the economic "facts of life" of the 1980s. Diversification can spread out the risks involved in investment, capitalize on existing utility assets, and enhance economic flexibility. Still, utilities considering diversification must examine the legal, regulatory, and institutional issues associated with it. Two computer simulations show that, overall, the risks and levels of investment related to diversification are manageable. Its potential as a utility strategy should be explored.

82-000008 Regulatory Overkill. Gorsuch, Anne M. Environmental Protection Agency. Electric Perspectives, Summer, 6 p., 1982, Feature Article.

Environmental regulation need not mean economic strangulation, nor does economic growth preclude environmental greening. In keeping with that belief, the EPA intends to streamline its regulations and to eliminate the least cost-effective ones. The current regulations implementing the Prevention of Significant Deterioration provision of the Clean Air Act are a prime example of regulatory overkill: the requirements often produce little environmental benefit, they create double standards for existing and new sources of pollution, and they can slow the retirement of old "dirty" plants. In response to "regulation gone wild," the EPA has pledged itself to regulatory reform. The success of its bubble program and its method of simultaneously processing state and federal environmental reviews prove its ability "to deliver" on its promise.

82-000009 Meeting Nuclear Utilities' Manpower Needs. Sillin, Lelan F. Jr. Northeast Utilities. Electric Perspectives, Summer, 9 p., 1982, Feature Article.

A recent survey sponsored by the Institute for Nuclear Power Operations and the Department of Energy indicates the nuclear power industry--already experiencing a shortage of qualified personnel--must take steps now to ensure its future labor supply. First, industry needs to reach a concensus on what manning levels are necessary to operate nuclear power plants safely. Of course, regulation has a large impact on manpower needs, but the Nuclear Regulatory Commission can lessen, or at least stabilize, its affect by taking any of several measures, including the establishment of priorities for fulfilling its requirements. Regardless of the NRC's actions, however, INPO and the nuclear power industry should establish benchmark manning levels for nuclear plants. From these numbers, future manpower needs can be extrapolated. Then the industry can undertake several initiatives to help fill the current and projected personnel shortfall: support educational programs, expand training programs, provide employee incentives, and pool central engineering resources.

82-000010 Small Cities' Capital Crunch. Bryce, Herrington J. National Policy Institute. Electric Perspectives, Summer, 8 p., 1982, Feature Article.

Shifting population trends are complicating city planners' jobs. Caught in a financial bind created by high interest rates, the recession, inflation, and decreases in federal aid, small cities are scrambling to keep up with the growing demand for public facilities. Many cities are employing innovative techniques--such as joint-use agreements with neighboring jurisdictions, contracts for services with private firms, and cluster zoning--to meet their needs for facilities. Innovative financing techniques are also becoming more prevalent. In the past, cities have relied heavily on state and federal aid and municipal bonds to finance capital projects. However, with an outlook marked by the certainty of no real rise in government aid and with investors skeptical about long-term fixed-rate bonds, rapidly growing cities will have to meet more of their facilities requirements by increasing fees and taxes and by shifting costs to private developers.

82-000011 Neoindustrialization: The Resource Impetus. Wayne, Mary H. Electric Perspectives, Fall, 6 p., 1982, Feature Article.

Because our resource base is changing, U.S. industry will have to adopt new technologies to boost productivity. The match between the raw materials and the production methods industry uses to produce goods has always been a critical determinant of productivity. For example, in the 1700s a shift from wood to coal permitted a shift from muscle-powered production to steam-powered production that culminated in the industrial revolution. Today, the growing costs and scarcity of several strategic resources, especially oil and gas, are rendering many production technologies less than optimally efficient. Thus, the stage is set for a second industrial revolution, this time a shift from liquid hydrocarbons and steam-powered technologies to domestic coal and uranium and electricity-based technologies.

82-000012 TMI-2: Making Strides in Research and Recovery. Newman, Marie Mastin. Electric Perspectives, Fall, 7 p., 1982, Feature Article.

A multi-million dollar research program is a driving force behind efforts to recover the Three Mile Island plant. Four organizations are participating in the program: General Public Utilities Corporation, the Electric Power Research Institute, the Nuclear Regulatory Commission, and the Department of Energy. According to the manager of the research effort for EPRI, "the timely, efficient recovery from this accident...is probably the single most important thing that the nuclear industry can do." Several major tasks have been completed, including the cleaning up of more

than a million gallons of contaminated water and a visual examination of the core. Researchers are enthusiastic about the progress being made and hope to remove the reactor vessel head in early 1983.

82-000013 The Power of Energy Education. Roberson, Ernest J.; Niedermeyer, Fred C.; Renner, Kathy. San Diego Gas & Electric, Energex Energy Education. Electric Perspectives, Fall, 7 p., 1982, Feature Article.

The product of three years of extensive field testing and development, the Energy Source Program is a new in-depth energy-education program for children from kindergarten through high school. It was developed jointly by energy and education executives to give young people a broad, balanced perspective on energy resources, uses, and challenges. The sequential energy-education units that make up the program already are teaching students in several school systems across the country. The program's distribution relies primarily on the sponsorship of local utilities and other energy-related industries.

82-000014 The Wrong Answers to the Right Questions. Cohen, Bernard L. University of Pittsburgh. Electric Perspectives, Fall, 4 p., 1982, Feature Article.

Journalists are giving the public an inaccurate impression of how the scientific community evaluates the health effects of radiation. The communication process has broken down. To a strictly scientific question--"Is radiation more dangerous than indicated by studies published in 1972 by the National Academy of Sciences and the United Nations?"--journalists have answered yes, despite the fact that the scientific community has answered with a resounding no. By focusing on two scientific reports that purported to give yes answers and by ignoring the numerous critiques of those reports and the multitude of scientific papers that answered no, journalists have misinformed the public. Likewise, by the magnitude of their coverage and its tone, journalists have given the public a completely distorted impression of the answer to the question, "How dangerous is radiation?" If journalists do not repair these breakdowns in communication, the public may decide nuclear energy is "too dangerous," a decision that would cost the nation tens of billions of dollars annually and cause much pain and suffering.

82-000015 The (Uncertain) Route to Railroad Deregulation and What It Will Cost Utilities. Dunbar, Frederick C. National Economic Research Associates, Inc. Electric Perspectives, Winter, 9 p., 1982, Feature Article.

It won't take an act of Congress to deregulate railroad rates--forthcoming court and Interstate Commerce Commission rulings could do it. ICC procedures implementing the Staggers Rail Act of 1980 could create the de facto deregulation of rail rates. For example, railroads are now arguing in Ex Parte proceedings that as long as they are earning inadequate revenues (in itself a questionable claim), they should be allowed complete pricing freedom even if they are found to be market dominant. If railroad freight rates are deregulated, the additional annual costs to utilities would be $2 to $4 billion ($1981) by 1990. Although total coal freight rate deregulation is by no means a certain outcome of various ICC and court proceedings, recent rulings have favored railroads. Utilities should take an active part in these proceedigs if they hope to keep the rates reasonable.

82-000016 Fluidized Bed Combustion: A Better Way to Burn Coal. Newman, Marie Mastin. Electric Perspectives, Winter, 9 p., 1982, Feature Article.

Research efforts are advancing on several fronts toward the day when fluidized bed combustion (FBC) will offer utilities a cheaper, cleaner way to burn coal. The Tennessee Valley Authority, the Electric Power Research Institute, several utilities, the Department of Energy, and the Curtiss-Wright Corporation are among those involved in testing either atmospheric or pressurized FBC technology. Together, these research-and-development projects are bringing closer to reality the prospect of a FBC system that can be operated by utilities on a commercial scale. The prospect excites energy officials because the technology eliminates the need for certain costly pollution control equipment, utilizes all grades of coal, and employs smaller, less expensive boilers than do conventional generation technologies.

82-000017 Neoindustrialization: The New Technologies. Wayne, Mary H. Electric Perspectives, Winter, 13 p., 1982, Feature Article.

Innovative production technologies are using electricity to unlock some of the shackles constraining industrial productivity growth. Electricity's highly organized character gives it greater efficiency, controllability, and intensity than other energy forms. What's more, electricity-based production technologies are relatively flexible and clean, reducing or eliminating many logistical and environmental problems associated with traditional combustion-based technologies. Together, these advantages can outweigh the disadvantage of its higher price. For example, in 1979 it cost combustion-based integrated steel operations an average of $447 to produce a ton of steel. Electric steel making operations that begin with steel scrap were able to deliver a ton of fresh steel for $306. Lasers, robotics, plasma ore reduction processes, electron beam welding, and microwave heating are a few of the many electricity-based technologies that promise to help boost U.S. productivity. Given the nation's recent history of rising industrial costs and sagging productivity, these innovations come none too soon.

83-000001 Electric Load Growth: Are Utilities Underforecasting? Siegel, John R.; Sillin, John O. Atomic Industrial Forum. Electric Perspectives, Spring, 13 p., 1983, Feature Article.

Electric utilities are underforecasting load growth, and such miscalculations could have serious implications for the future cost and reliability of electricity--and, in turn, for a sustained increase in overall economic growth. Planners appear to be predicting the next 20 years on the basis of the tumultuous trends of the 1970s when the consistently poor performances of end-use forecasting resulted in "over-capacity" of generating capability. As a result, executives now tend to discount signs of economic recovery in the international and domestic economic picture. However, unless the industry comes to grips with the financial and regulatory issues that have constrained the timely and cost-effective addition of new generation, the solutions eventually proposed for the capacity shortfall may be drastic, inefficient, and costly. Article reviews the economic environment of the 1970s, including the energy shocks and high inflation that resulted in reduced economic growth, and describes the changes in national and international conditions that are setting the stage for an upturn in electricity load growth.

83-000002 The Promise of Neoindustrialization. Wayne, Mary H. Electric Perspectives, Spring, 10 p., 1983, Feature Article.

Neoindustrialization describes a new type of economic growth occuring in the United States and other advanced nations. Accompanied by the soft hum of computers rather than the noise and clatter of steam engines, it promises to boost manufacturing output in ways that are cleaner, quieter, and far more efficient than earlier production methods. However, neoindustrial society may be quite different from the industrial society in which most Americans grew up. In fact, innovative electricity-based technology ultimately may transform the very nature of work--and life itself--in the United States. Factory work will become much less labor-intensive and much more knowledge-intensive. Production methods will become decentralized as companies diversify geographically and more people work at home. Lower capital requirements in many neoindustrial fields will provide fresh opportunities for those who want to start their own businesses. And the clean, quiet electro-technologies will support economic growth without threat to the environment.

83-000003 Forecasting Short-Term Fuel Prices: A View from the Trenches. DeAngelo, David J. Pennsylvania Power & Light Company. Electric Perspectives, Spring, 6 p., 1983, Feature Article.

Short-term forecasting means a montly or quarterly forecast with a one to two year time frame. A forecast can be described in terms of stages--the forecast starts with data, transforms it into information, and then uses the information to generate a forecast. The problems one confronts fall into four general areas: availability of data, maximizing the data available, disequilibrium of short-term prices, and communication. Many utilities rely primarily on the buyer for short-term price forecasts; a buyer's primary strength is a "feel" for the market. In contrast, a trained analyst brings experience in using hard data for price forecasts. PP&L has successfully combined the technical capabilities of the analyst with the market savvy of the buyer. This joint effort helps minimize the problems inherent in short-term price forecasting, and results in a documented and defendable forecast. These attributes will grow increasingly valuable as regulatory commissions grow increasingly interested in utilities' fuel procurement and planning procedures.

83-000004 Edwin Vennard: Telling the Public. Electric Perspectives, Spring, 6 p., 1983, Feature Article.

One associate has characterized Edwin Vennard as one "who knows more about the electric power business than any other man in the country." Vennard chronicles his 60 years in the electric utility industry and recalls how the industry confronted its problems in the 1930s and 1940s. Vennard spearheaded the first national utility movement to monitor public opinion and expand public communication programs. He still emphasizes the value of marketing, public opinion research, and education as central industry concerns.

83-000005 The Best Buy in Corporate Charity. Blair, William. The Nature Conservancy. Electric Perspectives, Summer, 5 p., 1983, Feature Article.

A decade ago, Georgia Power Company gave nearly $1 million worth of real estate to The Nature Conservancy, and started an effective nationwide partnership between business and conservation. The Nature Conservancy is the only national conservation organization wholly devoted to identifying and preserving the most ecologically valuable natural areas remaining and the array of plant and animal life they support. Electric utilities are major landowners. By donating non-productive land to charity, a company can dispose of it quickly and easily, and realize immediate tax-savings for reinvestment while contributing to the community at the same time. Land and water conservation projects also offer attractive opportunities for the community service dollar. If we are to pass on to our descendants even an approximate representation of the natural endowment that we hold in trust, private philanthropy will have to allocate more than the token one percent it now provides for environmental needs.

83-000006 The Changing Culture of Electric Utility Management. Haygood, Kenneth. Rohrer, Hibler & Replogle, Inc. Electric Perspectives, Summer, 3 p., 1983, Feature Article.

Every company has a culture, a way of doing things. These cultures are usually determined by the company's founders or top leaders, and are based on the values that hold the company together and shape its management practices. Effective management practices adapted to the special needs of the company can play a significant role in shaping a strong company culture capable of successfully meeting present and future challenges. Utility executives must foster the development of adaptive management practices and continue sharpening their abilities to perceive the signals of approaching new conditions. Management must rid itself of non-adaptive practices, such as relying heavily on past experience, promoting from within, and not gearing compensation systems to reward talent. Instead, management must implement practices that support adaptive cultures: ongoing strategic planning, strong compensation plans, well-integrated involvement with governmental affairs (from local to international levels), and adaptive organizational structures.

83-000007 Strategic Planning: Getting the Job Done. Jaedicke, Carl F. Consumers Power Company. Electric Perspectives, Summer, 5 p., 1983, Feature Article.

Strategic planning involves the process and activities by which a firm determines its mission and objectives and selects a plan of action to pursue them. The process may be summarized in six steps: 1) development of the firm's strategic profile to capture its unique identity; 2) analysis of the external environment; 3) analysis of internal resources; 4) determination of key issues; 5) strategy formulation and evaluation, and 6) integration of recommended strategies. Strategic planning is only one element of a comprehensive corporate planning process. To be successful, it must be related to other planning activities, such as functional planning, operational planning, and budgeting. Disconnecting strategic planning from these other operations will seriously compromise its potential contribution.

83-000008 How Healthy Are the Utilities? Bumpus, James N. Public Service Company of Colorado. Electric Perspectives, Summer, 7 p., 1983, Feature Article.

The decisions facing electric utility managements are more formidable today than ever before. The central change is that we now recognize that the industry as we know it may not survive. This poses two questions: 1) just how risky is the electric utility business?, and 2) what, if anything, should we be doing to protect ourselves? The author examines the financial background and current economic position of the industry. Utility stock prices had an upward trajectory through 1981 and 1982. However, the dividend yield generally remained within a range of 11 1/2 to 12 1/2 percent. Recently the yield declined because the market responded to the prospect of lower interest rates. While increasing the level of their realized profits, utilities were actually earning far below the authorized levels. When inflation is taken into account, real utility profits have declined for more than a decade. We are in serious danger of losing our central position in the American economy unless we can improve our profitability. Article is reprinted from Q (Winter 1982-83) by permission of Public Service Company of Colorado.

83-000009 Toward Energy Literacy: The Uncommon Accomplishments of an Uncommon Team. Schneiter, Paul H. Electric Perspectives, Summer, 5 p., 1983, Feature Article.

Energy & Man's Environment (EME) has become the nation's leading multipurpose energy education organization. Last year it reached 17,634 educators with high-impact energy education programs. These programs teach educators about energy and energy issues, and help them to understand the importance of energy as a subject for the classroom. EME believes that an enlightened citizenry is central to coping with America's energy challenge. Article describes the organization and operation of EME as a model of cooperation between business and educational communities.

83-000010 Now and in the Future. Farley, Joseph M. Alabama Power Company. Electric Perspectives, Fall, 5 p., 1983, Feature Article.

In 1980, FERC reversed a 1967 interpretation by its predecessor, the Federal Power Commission, concerning the licensing of hydroelectric plants. FERC determined that states and municipalities can take over licenses for existing hydroelectric projects at the time of relicensing simply by showing that their plans for the continued operation of the project are merely as good as, but no better than the existing license holder's. Given this interpretation, during the next 20 to 30 years, nearly all of the hydroelectric projects in the country could be under license to municipalities. Millions of customers will not only pay higher rates for their electricity, but also will pay increased property and other local taxes to make up for lost state and

local tax revenues. Article describes the potential impacts of this ruling and calls for Congress to reverse the FERC's interpretation in order to safeguard the public interest.

83-000011 Energy Strategies for California's Future. Willrich, Mason. Pacific Gas and Electric Company. Electric Perspectives, Fall, 5 p., 1983, Feature Article.

Local governments as well as the energy utilities have major roles to play in determining the energy future of the state of California, the West, and ultimately, the United States. During the remainder of the 1980s, utilities must move beyond rudimentary concepts of conservation and load management into the realm of energy management services. Innovation with new energy supply technologies can provide the cutting edge of the process of revitalizing and modernizing the American economy—a process that has paramount importance not only for our welfare and security as a nation, but for hopes and needs of people everywhere for a growing and open world economy. Article stresses the importance of cooperation between local governments and energy utilities in assuring the availability of energy services and supporting the kind of economic growth and social development in local communities that the people hope for.

83-000012 An Adequate Supply At a Reasonable Rate. Hodel, Donald. Department of Energy. Electric Perspectives, Fall, 5 p., 1983, Feature Article.

Energy Secretary Donald Hodel addressed the investor-owned electric utility industry at EEI's 51st annual convention in June. Article provides excerpts from Hodel's remarks on a variety of topics, including national energy policy, decontrol of natural gas, nuclear power, customer relations, and the nation's energy future.

83-000013 Environmental Negotiation. Ognibene, Peter. Electric Perspectives, Fall, 7 p., 1983, Feature Article.

Industries, environmentalists, and government regulators usually communicate with one another only through their lawyers. A new process, environmental negotiation, provides a more flexible approach that can lead to the solution of a broad range of environmental disputes. Negotiation aims at agreement among the parties; it hands back to them the power to decide. This, in itself, goes a long way if the parties need a decision, which they very frequently do. Article cites examples of successful environmental negotiation, and argues that hours spent together in good faith negotiations over tough issues might produce greater mutual respect and understanding among the parties; this could pay off when controversies arise in the future. Frank, open, and frequent communication among environmental, industrial, and governmental leaders could be an indirect result of environmental negotiation. In the long run, this indirect result could produce greater benefits than the successful resolution of a specific dispute negotiation.

83-000014 Are America's Electric Utilities Being Railroaded? Mitchell, Edward F. Potomac Electric Power Company. Electric Perspectives, Winter, 7 p., 1983, Feature Article.

The discrepancy between how the ICC views the condition of U.S. railroads and the reality of their condition seriously concerns those who depend on rail freight transportation. If left unchecked, the ICC and the railroads may succeed in causing U.S. consumers to pay billions of dollars in higher electric bills and to become more dependent on foreign oil. Nearly 60 percent of the coal consumed for electricity is delivered by rail, and 90 percent of utility plants dependent on rail are served by only one line and have no other means of delivering coal. The ICC has been erecting a new structure of regulation that denies captive shippers future protection from unrestrained rate setting by railroads for coal transportation. Article examines this new regulation and concludes that, left to its own devices, the ICC appears ready to write the railroads a ticket good for unreasonable increases over a long period of time, with the U.S. consumers footing the bill.

83-000015 The Regulatory Process in Nuclear Programs. Phelps, Suzanne R. EEI. Electric Perspectives, Winter, 7 p., 1983, Feature Article.

A recent EEI survey reports that the cost of regulatory changes for nuclear power plants that received licenses since 1970 (or will soon receive licenses) amounts to billions of dollars. However, under the right conditions, utilities can capitalize on their regulatory experience and thereby bring units on-line on reasonable schedules. Article provides data and case studies drawn from the EEI survey, and argues that the industry and its regulators must provide the basic reform and commitment needed to help preserve the viability of nuclear power.

83-000016 Women in the Electric Utility Industry. Reynolds, Mark R. Electric Perspectives, Winter, 5 p., 1983, Feature Article.

At Potomac Electric Power Company (PEPCO) and other utilities across the nation, women are increasingly taking on jobs traditionally held only by men. Not only are women executives and corporate managers, but they are also electrical engineers, mechanics, and linespersons. Historical attitudes and deep-seated social assumptions have kept women locked into stereotypical roles and traditional careers. Fortunately, such attitudes are changing through affirmative action programs like those at PEPCO. Article explores the way in which PEPCO supports women in nontraditional jobs and profiles some of the women who now hold those jobs.

83-000017 Capital Formation, Productivity, and the Impact of Government Regulation. Bauer, Douglas C.; Humphrey, Bruce G. EEI. Electric Perspectives, Winter, 4 p., 1983, Feature Article.

Although electric utilities are more capital intensive than most industries, adequate and appropriate capital and equipment is central to the productivity performance of the economy as a whole. Government policies directly affecting capital formation indirectly affect the nation's productivity growth. Based on the experience of the electric utility industry, it is clear that productivity, capital formation, and government actions are inextricably linked. On the micro level, all parties concerned should assess the benefits and costs (direct and indirect) of any regulatory or other action. On the macro level, the balance between consumption and investment should be shifted toward investment. Productivity will be enhanced only to the extent that the government can reduce the instability of its policies affecting investment decisions and assure that adequate capital is available for public and private investment.

84-000001 Coming of Age at Cool Water. Newman, Marie Mastin. Electric Perspectives, Spring, 12 p., 1984, Feature Article.

At Southern California Edison Company's (SCE) Cool Water Generating Station, a new kind of power plant will soon begin to produce electricity by what is known as the integrated coal gasification-combined cycle, or IGCC, process. This is the first demonstration of a commercial module of full-scale IGCC technology in the United States and the first coal-fired plant licensed in California since stringent state emission laws went into effect. Project backers believe this new technology will allow utilities the flexibility to face an uncertain future in terms of fuel supply, environmental requirements, electricity demand, and the general economic situation. Most fundamentally, the IGCC technology will give utilities a new way to use coal as an alternative to oil and gas for power production.

84-000002 The Alicia Story. Reynolds, Mark R. Electric Perspectives, Spring, 10 p., 1984, Feature Article.

On August 18, 1983, hurricane Alicia tore through southern Texas. Generating winds of up to 135 mph, Alicia came ashore near Galveston, moved straight through downtown Houston, and followed a course that covered almost the entire area served by Houston Lighting & Power Company (HL&P). The storm caused the greatest and most widespread destruction to HL&P's system in its 102-year history. Approximately 750,000 customers lost electric service—more than the total number of HL&P customers

when hurricane Carla struck in 1961. In spite of this devastation, HL&P restored service to all customers in only 16 days; over 80 percent of affected customers had their service restored within four days. This amazing record is the result of the utility's carefully developed and effectively implemented Emergency Operation Plan. This report chronicles the company's response to hurricane Alicia from the early stages of preparation before the storm hit through the complicated recovery process.

84-000003 Power Places. Pfahl, John. Electric Perspectives, Spring, 4 p., 1984, Feature Article.

John Pfahl is currently a Visiting Professor of Photographic Arts at the University of New Mexico, having held similar positions at other institutions. He began photographing the American landscape nearly a decade ago, and his more than 25 solo exhibitions are part of an impressive list of worldwide showings. The photographs included here are from "Power Places", a solo exhibition at the Freidus/Ordover Gallery in New York City.

84-000004 What Happened to the 40 Percent? Data Resources, Inc. Electric Perspectives, Spring, 4 p., 1984, Feature Article.

Growth in electricity demand in the United States diminished considerably between 1972 and 1982. Had it continued to advance at the average annual rate established between 1960 and 1972, by 1982 electricity consumption would have been 40 percent greater than it actually was. This analysis compares demand growth for the two periods and explains the difference in the 1970s in terms of several underlying variables. Although slower economic growth was the overs·lming contributor to the reduction, conservation and technological changes prompted by higher real energy prices also noticeably affected demand. In contrast, the impact of the changing sectoral mix was not that significant a factor. By identifying the driving forces of electricity use and predicting those factors that are likely to persist, analysts can begin to assess the stability of the emerging trends that will determine the future of electricity consumption.

84-000005 The Clean Air Act and Acid Rain. Trisko, Eugene M. Electric Perspectives, Summer, 10 p., 1984, Feature Article.

No federal law has had a greater impact on the electric utility industry than the Clean Air Act. Enacted in 1970, the Act has allowed the United States to enjoy improved air quality while accomodating increases in fossil fuel use. But this progress has not been achieved without costs: in compliance with ever-changing state and federal regulations, in related delays and uncertainty, and in the actual installation of pollution controls. The price tag now exceeds $25 billion annually, and most of this is paid by the electric utility industry and its customers. The most important question now before Congress is whether additional emission controls are needed to reduce acid deposition. The outcome of this debate could have profound financial and regulatory implications for utilities and users of electricity.

84-000006 Interlocking Technologies of Electric Transportation Devices. Arnold, Richard J. Electric Perspectives, Summer, 8 p., 1984, Feature Article.

The history of electric transportation in the United States has been a series of newly developed and ultimately interlocking technologies which, although sometimes abandoned, have more frequently been recycled and embellished. From magnetism and the electric motor, to the battery and beyond, the technological chain often doubles back upon itself, but is seldom broken. Discarded technologies are largely recalled and metamorphosed into something new and more efficient, or even something transitional. Originally viewed by many as a secondary selling point for the successful commercial generation of electricity during the 1800s, the electric transportation device has become the mover and shaper of cities today.

84-000007 Electricity. Its the Power of Choice. Deigh, Robb. Electric Perspectives, Summer, 8 p., 1984, Feature Article.

After three years of study, countless industry-wide meetings and discussions, EEI is confident that its new marketing program will broadly address the industry's objective of developing demand-side solutions to the problem of creating a better equilibrium between customer energy needs and wants and the industry's ability to produce that energy. The program, "Electricity. It's the Power of Choice," encompasses six major project areas: research and development, external communication, internal communication, trade ally and affiliate, special audience, and training and organization. Each of these projects has been designed specifically to address the needs of local members in playing their important role in the overall national effort. Each project holds the potential for virtually hundreds of day-to-day activities in community, company, and industry relations; energy saving; project innovation; media liaison, consumerism; and overall individual achievement.

84-000008 Electricity Sales and the Business Cycle. Hays, Michael L. Editorial Consultants, Inc. Electric Perspectives, Summer, 6 p., 1984, Feature Article.

In 1982, for the first time in nearly 40 years, the electric utility industry in the United States generated less electricity than it had in the prior year. Consumption declined from 2,150.7 billion kilowatt-hours in 1981 to 2,098.3 billion in 1982. At the same time, the economy experienced a severe cyclical downturn. As this business cycle continued into the recovery phase, electricity sales increased in 1983 and continue to show strong growth in 1984. Do electricity sales shadow the business cycle? What does this most recent cycle foretell about future business cycles and electricity demand? Because industry production is so sensitive to the condition of the economy and because several large industrial consumers of electricity are so responsive to economic fluctuations, business cycles are likely to influence electricity sales more than ever before.

84-000009 Managing Nuclear Waste. Electric Perspectives, Fall, 8 p., 1984, Feature Article.

Recognizing the growing severity of the nation's nuclear waste storage problem, Congress passed the Nuclear Waste Policy Act of 1982 (NWPA). It authorizes the Department of Energy to plan and build the first permanent geologic repository for commercial nuclear waste in the United States by 1998. The entire $20 billion plus cost of the project, expected to be the largest civil works project in the nation's history, will fall to the ratepayers of those electric utilities that own and operate nuclear power plants. In this interview, James B. Hall, Program Manager of the Utility Nuclear Waste Management Group (UNWMG), offers his perspective on the progress and implications of the project.

84-000010 Who Gets That Dam License? Kelsey, Peter. EEI. Electric Perspectives, Fall, 9 p., 1984, Feature Article.

With an invaluable energy source at stake, the preference issue of hydroelectric relicensing is now a center of debate in Congress and the courts. Because of the relatively low cost of hydroelectric power, ultimate resolution of this debate will affect consumers throughout the country. This analysis of recently proposed legislation and related court cases reveals a great deal about the nature of the preference controversy. In the context of hydroelectric relicensing, Congress and the courts face a generic question: When a resource has become as comparatively valuable as hydroelectric power, should federal laws contain a preference that would concentrate hydroelectricity among the relatively few electric consumers served by municipally-owned utilities, or should the benefits be spread as broadly as possible through authorized mechanisms to ensure fair and equitable competition for or access to this resource?

84-000011 Cancer in the Garden of Eden. Efron, Edith. Electric Perspectives, Fall, 10 p., 1984, Feature Article.

Edith Efron contends that an extreme environmental movement, which she calls "the apocalyptics", has politically distorted research in environmental cancer, saturating the nation with theories of cancer that are pure myth. Her book, "The Apocalyptics: Politics, Science, and the Big Cancer Lie," excerpted in this article, represents more than eight years of exhaustive and well-documented research into the subject. According to Efron, the apocalyptics' chief misrepresentation is the "Garden of Eden" theory of cancer--that cancer is a man-made byproduct of rampant industrialism and that nature is pristine and pure. This theory is false, and scientists have known it for years. Yet despite abundant scientific evidence of natural carcinogens, government agencies fail to report on most of them and instead issue warnings only about industrial carcinogens. "The Apocalyptics" makes some extraordinary disclosures about cancer research that until now have been withheld from the public.

84-000012 'In Balanced Combination'. Newcomb, Doris. Electric Perspectives, Fall, 8 p., 1984, Feature Article.

Caught in the tight squeeze of fuel shortages and sharp increases in energy costs, Georgetown University mounted an ambitious energy plan designed to cut fuel consumption drastically and exploit new technologies to meet the university's energy needs. The Georgetown energy program incorporates some of the most sophisticated, state-of-the art energy technologies. A coal-fired atmospheric fluidized bed combustion plant cogenerates thermal energy and electricity. A 300-kilowatt photovoltaic array can help shave peak electricity demand. Studies underway will determine the feasibility of using a fuel cell in combination with a coal gasifier to cogenerate heat and electricity. Even more comprehensive plans will use emerging technologies to meet a variety of present and future needs, including transportation, between now and the year 2000.

84-000013 Organized Outreach. Reynolds, Mark R. Electric Perspectives, Winter, 8 p., 1984, Feature Article.

An awareness of the needs and objectives of the Hispanic population and an organized program of outreach to the Hispanic community are becoming increasingly vital concerns for business. The United States is already the fourth largest Spanish-speaking country in this hemisphere, and by the year 2000, Hispanics may well be America's largest minority. In economic terms, today's Hispanic population has an annual income conservatively estimated at over $68 billion. Because electric utilities hold a key position within the American marketplace, they have a unique responsibility to confront the challenge of serving their Hispanic customers and, moreover, to translate that challenge into an opportunity. Article provides an overview of policies and programs that utilities have implemented to meet the needs of their Hispanic customers and to include Hispanics within the workforce. General steps for achieving an effective outreach program for Hispanics are also provided.

84-000014 Industrial Electrification--What Will It Do To Demand? Druke, John. Electric Perspectives, Winter, 10 p., 1984, Feature Article.

From 1960 to 1982, U.S. industry cut the amount of energy it used per unit of output produced by a whopping 41 percent. Over the same period, however, its electricity per unit of output grew by about 10 percent, even though its share of total electricity consumption was shrinking dramatically--from 51 percent in 1960 to 37 percent in 1982. What are the underlying factors responsible for these trends and what do they tell us about future industrial demand. Article is based on a study by EEI's Energy Modeling and Economic Research Department of electricity demand and electrotechnologies in the six industrial groups that consume the most energy. The impetus for industrial electrification is simple: many innovative electricity-based technologies have been developed that are intrinsically less costly than the processes they replace. In addition, new technologies are being developed that conserve electricity. In several industries, these technologies and other factors have combined to reduce the intensity of electricity use.

84-000015 A Penny Saved Is $15 Million Earned. Electric Perspectives, Winter, 6 p., 1984, Feature Article.

Although the first-class rate for letters will go up two cents in early 1985, the rate for pre-sorted, first-class mail utilities use in billing will go up only one penny. For the entire utility industry, both electric and gas companies, which mails about 1.5 billion pieces annually, that penny savings will amount to $15 million each year. The Council of Public Utility Mailers (CPUM), a joint effort of EEI and the American Gas Association (AGA), has participated in all rate cases since 1972 as well as in a variety of other classification cases involving the Postal Rate Commission. In this interview, CPUM Special Councel Eugene E. Threadgill provides his perspective on this latest postal rate development and on the general activities of the Council.

84-000016 What Happened? Who's in Charge? What Does It Mean? Electric Perspectives, Winter, 12 p., 1984, Feature Article.

In a record-breaking victory for the President, with record-setting gains for his party in the House, and in hundreds of other national, state, and local elections, the sum of the parts that equal the American democratic process once again manifested itself. To begin analyzing the results and potential implications of the elections, EEI's Governmental Affairs Planning and Coordination Division invited Washington political consultants Bernadette Budde, Kevin Gottlieb, and Eddie Mahe, Jr. to share their "morning after" views with representatives from the electric utility industry. This article features excerpts from the roundtable discussion, which focused on voting patterns, the new make-up of the Congress, and the potential effects on the industry.

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